

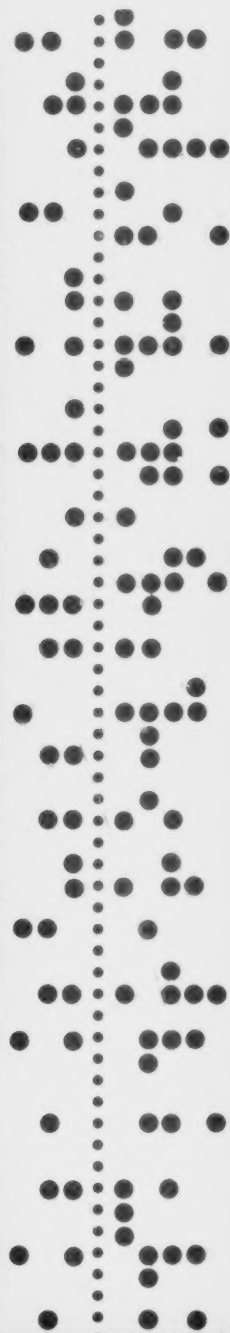


U.S.
Travel
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Center

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Survey of State Travel Offices 1981-82



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Washington, D. C.

December, 1981

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The United States Travel Data Center is the national, non-profit center for travel and tourism research. Since its establishment in 1973, the Data Center has devoted itself to advancing the common interests of the travel industry and the public it serves by encouraging, sponsoring and conducting statistical, economic, and scientific research concerning travel, the travel industry and travel-related industries. In pursuit of this objective, the Data Center gathers, analyzes, publishes and disseminates the results of such research, and cooperates with all government agencies, private industry and academic institutions with similar purposes and objectives. The Data Center is financed through publication sales, membership dues and contract research. It is located in Suite 610, 1899 L Street, N.W., Washington, D.C. 20036.

Earl E. Ditmars, Chairman

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PREFACE

Governments in the fifty states, and a number of U.S. territories, fund agencies responsible for travel promotion and development. The responsibilities, structure and resources of these offices vary widely, and their impact on the state tourism economy is in many cases quite significant. Moreover, the operations of these state travel offices have proved to be of interest to travel-related businesses, students of government, travel researchers and organizations providing services to governmental units.

The most important need for understanding the variety of state travel development programs, however, is found among the state travel directors themselves. The exchange of information on programs and operations allows the director to compare his/her office with others, learn of new, innovative programs and develop joint solutions to common problems. In 1973, the U.S. Travel Data Center began to survey the operations of the state and U.S. territorial travel offices. This is the ninth annual report in this series.

This report is based upon questionnaires returned to the Data Center by 48 official state travel offices and the comparable agencies in Hawaii, Maine, American Samoa, Guam, the Northern Marianas, Puerto Rico, and U.S. Virgin Islands. These responses provide a detailed picture of the state travel office operations planned for fiscal year 1981-82. The report is designed to be comparable with earlier surveys, although not all questions are repeated every year.

Attempts have been made to clarify vague or unclear responses and to elicit complete replies from each of the offices. The results published herein should be viewed in this light. Questions about individual replies should be directed to the state travel office involved. However, reactions to the format of the report and to the subject matter covered should be transmitted to the U.S. Travel Data Center.

We wish to express our sincere appreciation to all state travel directors who took the time to fill out a somewhat lengthy questionnaire. Their response is an excellent example of cooperation to improve communications within the travel industry, and between the industry and the public.

Nancy Edwards, Research Analyst, supervised this Survey. Celestine Barnes prepared the tables in this report.

U.S. Travel Data Center
Washington, D.C.
December, 1981

SUMMARY AND ANALYSIS

In June, 1981, the U.S. Travel Data Center sent questionnaires to the state government travel offices in 48 states, the Washington Area Convention and Visitors Association and comparable offices in Hawaii, Maine and five U.S. territories.

The questionnaire covered an extensive range of state travel office operations intended to meet the informational needs of the state travel directors, as well as interested private industry components. As in earlier Data Center state travel office surveys, some new questions were added, while other were dropped.

Questionnaires were returned by all state travel offices, with the exception of the Washington Area Convention and Visitors Association. We regret the questionnaire from American Samoa was received too late to be included in the body of the report. However, the 1981-82 and 1980-81 total budget and average total budget figures include the American Samoa total budget allocations for these years.

An attempt has been made to obtain complete answers for all items and to make this report as comprehensive as possible. In some cases, blanks occur where answers are not available from the respondents. In others, estimates are provided in lieu of actual figures by states uncertain of how funds will be allocated among programs. In most cases, however, complete answers are given, providing a detailed summary of the diversified operations of the state travel offices.¹

General Administration

Forty-eight states and five U.S. territories currently have an official government agency responsible for travel development and promotion. In Hawaii and Maine, responsibility for travel development rests with privately run, non-profit organizations: the Hawaii Visitors Bureau and the State of Maine Publicity Bureau. The services performed and programs administered by these two organizations, however, are similar to those of the official state travel offices, and thus they are included in the survey.

¹The term, "state," is used herein to denote all of the travel offices responding to the survey, whether they are actually part of state governments, or those in territorial governments, Hawaii, or Maine.

In fourteen of the states, the head of the state travel office, or "state travel director", is under the state equivalent of the civil service system. In 22 travel offices, new directors have been appointed since last year. Of these, only seven had prior service with the state travel office, averaging 5.5 years. In one office, the state travel director position is still vacant. Overall, state travel directors have held their positions for an average of 3.5 years (53)², and many had also served in the travel office prior to being appointed director, producing an average length of service in the state travel office of 5.1 years (53).

Forty-five travel offices report that they currently have a chief assistant to the travel director. In two of these states, however, the position is vacant. Nine of the assistants have been appointed since last year, while the range in length of service for all assistants is from one month to 22 years (43). The average period of service of the assistant to the director is 4.8 years (42), and in 19 states this person is under the state equivalent of the civil service system.

State travel offices vary widely in the size of their staffs. Staff sizes range from 3 to 316 full-time employees, for an average of 36 (53) full-time employees per office. Forty-two state travel offices also have part-time employees, ranging in number from 1 to 48 and averaging 13 per office.

In 47 states, the office responsible for travel development is part of another department or agency of the state government. In most cases, this department also has responsibility for commerce and economic development. The remaining 10 travel offices are independent agencies, usually reporting directly to the governor.

Advertising

Forty-nine states and territories have an individual, usually within the state travel office, responsible for the development of a travel advertising program. In one of these states, this position is vacant. Fifty travel offices use private advertising agencies, which have been retained for an average of four years (49). In one state, the agency had not been selected at the time of the survey, and in another, Maine, an in-house advertising agency is used.

²The figures in parentheses represent the number of states providing information for computing the estimates of the total or average. For example, 53 states (including territories) reported length of service of directors for an average of 3.5 years.

Art, design and layout of advertising materials are the responsibility of a state travel office staff member in 17 states, while in six states, another division of state government either assists the travel office or totally handles this responsibility.

In 48 states, groups outside the state government, such as travel-related businesses, regional travel organizations, and city convention and visitor bureaus, cooperate with the state travel office on advertising programs. Thirty-five states offer matching funds programs for groups cooperating on advertising programs. While there are some limitations, the matching formula is generally 50-50.

In 50 states, advertising is at least partially directed toward stimulating inquiries. Forty-nine states report a total of almost 10 million inquiries received during 1980, or an average of approximately 204,000 each. Fifty-one travel offices have a standard inquiry fulfillment package, which is sometimes varied by ad or season of the year. Forty-six states survey such inquiries in an attempt to measure advertising effectiveness, often using coupon conversion studies.

Budget

The size of a travel office's budget is perhaps the best and most visible indication of the amount of state resources allocated to travel promotion and development. The proposed budgets for fiscal year 1981-82 total \$135.7 million (53)³, approximately 13 percent greater than last year's total budget allocation of \$119.7 million (53)³. Not all states, however, will share in the budget growth this year. Thirty-six states anticipate larger budgets than in fiscal year 1980-81, 14 states expect lower budgets, three report no change in total funds for travel development, and one did not have its budget passed at the time of the survey.

Forty travel offices are funded entirely by state general revenues. Other funding sources include lodging tax and gasoline tax receipts, hotel and restaurant license fees, membership dues, publication sales and federal grants.

Anticipated 1981-82 budgets range from a low of \$240,500 in American Samoa to a high of \$11,435,500 in Alaska. Following Alaska are New York and Puerto Rico. The average state travel office budget for 1981-82 is estimated at \$2,560,500 (53)³, up 13 percent from fiscal year 1980-81 when the average travel office spent \$2,257,700 (53)³ for travel promotion and development.

³ American Samoa is included in this figure. The 1981-82 total budget is \$240,500; 1980-81 was \$175,508.

Fifty-one states report proposed 1981-82 advertising budgets totaling over \$39.6 million or an average of about \$825,900 (48) per state. This represents an increase of approximately 28 percent over the 1980-81 average advertising budget of about \$643,500 (49).

Magazines and newspapers continue to be the preferred media for state travel advertising. Thirty-five states indicate that they have budgeted for magazine advertising and show an average allocation of \$382,500, a substantial increase over last year's average magazine budget of \$256,900 (42). In addition, 29 states have budgeted an average of \$74,900 for newspapers advertisements. This indicates not only fewer states using newspaper advertisements but a sizeable decrease in the amount allocated for this medium.

Twenty-two states plan to allocate part of the advertising budget to radio this year. On the average, these states have budgeted approximately \$99,600 each for radio advertising, 24 percent less than last year, while 20 states plan to spend an average of \$462,200 for television advertising campaigns, a substantial increase from 1980-81.

Average expenditure budgets for other items in 1981-82, compared to the previous year, are as follow: Total administrative costs up 5.5 percent to \$830,900 (38); printing and distribution up 21 percent to \$268,600 (49); promotion down 1.6 percent to \$82,000 (39); press and public relations down 7.6 percent to \$43,500 (35); research up 28.5 percent to \$43,500 (34); matching funds programs up 20.2 percent to \$338,000 (30); and welcome center construction and operation down 2.2 percent to \$193,200 (26).

Additionally, the average state travel office plans to spend \$24,200 (38) on package tour development, and \$26,880 (21) on solicitation of conventions, both down from the previous year. However, the amount allocated for participation in travel shows increased to \$33,500 (39). Forty-one states plan to participate in travel shows this year and expect to attend an average of 9 shows each.

Twenty-two states reported foreign advertising budgets for fiscal 1981-82, averaging \$84,500 each, 23 percent of which will be directed to the Canadian market. Twenty states reported foreign promotion budgets, averaging \$73,600 per state, and 12 indicated that they would have a foreign press and public relations program, with an average budget of \$17,700 per state.

General Promotion

Fifty-two states currently have a special travel promotion theme or slogan. Several states actually have more than one slogan, using a specific one for different advertising media.

In-state information centers other than highway welcome centers exist in 26 states, 14 of which report having centers in more than one city.

Thirteen states report operating a total of 28 out-of-state information centers. The centers are mainly located in New York City, Chicago, and Washington, D.C. In addition, 25 states operate information centers outside the U.S., primarily in Japan, West Germany, Belgium and Canada.

Thirty-five states report having one or more toll-free telephone numbers for travel information inquiries. One state maintains a toll-free number during the summer months, and another operates the number only during special ad campaigns.

State travel conferences are planned by 40 states during 1981, sometimes co-sponsored with other groups. These conferences are concentrated primarily in the spring and fall and usually run from one to three days.

Press and Public Relations

Fifty state travel offices have a public relations or press information officer. In 39 states, this person is employed directly by the state travel office.

Most state travel offices indicate that they direct the majority of their publicity to out-of-state audiences. The majority also publish a travel-related newsletter, usually monthly or quarterly, and in most cases it is distributed to the general public.

During 1980, 39 states conducted press or travel writer tours. Forty-three states planned such tours in 1981. The number of tours range from 1 to 150 and average approximately 15 per state (42).

Research

One or more staff members are currently assigned to travel research in 34 states. In eleven of these travel offices this is a full-time responsibility.

University or college faculty members conduct research for 17 of the state travel offices. In 17 states, an employee of another state government agency conducts research for the travel office. Twenty-three states retained private research organizations during the previous twelve months and spent an average of \$40,000 (20) each on such research.

Forty-seven states report having a continuing travel data gathering program. These programs usually involve counts and surveys of welcome center visitors and/or motor vehicle counts, collection of data on travel related business receipts, and visitation at state facilities and private attractions.

A state travel development policy statement or plan exists in 20 states, and in one other state it is currently being developed.

Respondents were asked to indicate the major problems facing tourism development in their respective states. Most state travel directors mentioned inflation, recession, and budget limitations or cutbacks as the main concerns in their states.

Welcome Centers

Currently, there are highway welcome or visitor information centers in 47 states. Approximately 372 welcome or visitor information centers and rest areas are operated by state travel offices or highway departments, most of which are permanent facilities. The average state operates a total of eight welcome centers (46). In addition, in some states one or more welcome centers are also operated by local chambers of commerce or private associations.

Each of these centers employs an average of 4.1 persons (41), more than two-thirds of whom are employed full-time.

According to the survey, during 1980 approximately 31.1 million travelers visited welcome centers in the 31 states which were able to report this figure; this represents an average of 1.0 million welcome center visitors per state.

Comparative Summary

The table on page 8 summarizes certain characteristics of state travel offices over the last three fiscal years. The numbers in parentheses indicate the number of states and territories providing the relevant data in each case.

The total state travel office budget in the average state increased 13 percent in fiscal 1981-82, considerably below the 44 percent increase of the previous year.

However, advertising budgets increased 28 percent in the current year, more than twice as fast as in the previous year. As a result, the state travel office advertising budget has increased as a share of the total budget to 32 percent, up from 29 percent the prior year. The average printing and distribution budget increased 21 percent in fiscal 1981-82, considerably below the 33 percent increase in the previous year.

The average time in office of the state travel director fell significantly as 22 new state travel directors were appointed in 1981. The average size of the state travel office staff has increased slowly over the last several years, to 36 people.

The number of highway welcome centers in the average state has remained constant at eight during the last three years.

Additional comparisons of the current Survey with earlier years can be made by examining the Survey of State Travel Offices for 1980-81 (\$15.00), 1979-80 (\$15.00), 1978-79 (\$15.00), 1977-78 (\$15.00), 1976-77 (\$15.00), 1975-76 (\$15.00), 1974-75 (\$15.00), and 1973-74 (\$10.00), all available from the U.S. Travel Data Center, 1899 L Street, N.W., Washington, D.C. 20036.

Average Characteristics of U.S. State Travel Offices, 1979-1982

	<u>1981-82</u>	<u>1980-81</u>	<u>1979-80</u>
Average total budget	\$2,560,492 (53)	\$2,257,655 (53)	\$1,812,097 (56)
Average total advertising budget	\$ 825,900 (48)	\$ 643,500 (49)	\$ 592,100 (53)
Average Printing/ distribution Budget	\$ 262,600 (49)	\$ 217,000 (50)	\$ 227,500 (53)
Average term of Director	3.5 years (53)	4.2 years (56)	4.3 years (55)
Average size of full-time staff	36 persons (53)	33 persons (56)	32 persons (56)
Average number of state operated Welcome Centers	8 centers (46)	8 centers (47)	8 centers (48)

GENERAL ADMINISTRATION

State	1. State Agency Responsible for Travel Development	2. Breakdown and Size of State Travel Office Staff			3. State Travel Director	4. Length of Service as Director	5. Service in Agency	6. Under Civil Service?
			Full-time	Part-time				
AL	Alabama Bureau of Publicity & Information 532 S. Perry Street Montgomery, AL 36138 (205) 632-5519	Prof./Mang. Welcome Center TOTAL	23 10 33	0 4 4	Carmeline S. Cavanaugh Director	2 years 6 months	2 years 4 months	No
AK	Alaska Division of Tourism P.O. Box 10081 Juneau, AK 99801 (907) 465-2818	Prof./Mang. Cler./Sec. Welcome Center TOTAL	4 4 4 12	0 0 0 0	Don F. Dickey Director	7 months	5 months	Yes
AZ	Arizona Office of Tourism 1507 N. Central Avenue #586 Phoenix, AZ 85012 (602) 255-3618	Prof./Mang. Cler./Sec. TOTAL	7 7 14	0 0 0	John A. Marks Director	2 months	2 months	No
AR	Arkansas Department of Parks & Tourism One Capitol Mall Little Rock, AR 72201 (501) 371-2777	Prof./Mang. Cler./Sec. Welcome Center Other TOTAL	8 13 35 9 64	0 0 0 0 0	Jerry Smith Director	7 years	5 years	No
CA	Office of Tourism 1330-13th Street, #200 Sacramento, CA 95814 (916) 322-1196	Prof./Mang. Cler./Sec. TOTAL	4 4 8	1 1 2	Barbara L. Klein Director	1 month	1 month	No
CO	Division of Commerce & Development Office of Tourism & Informational Services 1313 Sherman, Room 500 Denver, CO 80202 (303) 866-2205	Prof./Mang. Cler./Sec. TOTAL	2 4 6	0 0 0	Vacant* Sherry Pahler Program Administrator	N/A 11 months	N/A 7 years	Yes
CT	Connecticut Department of Economic Development Tourism Division 210 Washington Street Hartford, CT 06106 (203) 566-3385	Prof./Mang. Sales Cler./Sec. Welcome Center TOTAL	2 1 3 6 12	0 0 0 26 26	Barnett D. Laschever Director	7 years 7 months	7 years 2 months	Yes
DE	Delaware State Travel Service 610 State College Road P.O. Box 1401 Dover, DE 19901 (302) 736-4254	Prof./Mang. Cler./Sec. TOTAL	5 5 10	0 0 0	Donald R. Mathewson Manager	7 years 10 months	10 years 7 months	Yes
DC	Washington Convention & Visitors Association 1575 Eye Street, N.W. Suite 250 Washington, DC 20005 (202) 789-7000							
FL	Florida Division of Tourism Collins Building Tallahassee, FL 32301 (904) 488-5606	Prof./Mang. Sales Cler./Sec. Welcome Center TOTAL	23 23 23 51 120	2 5 7	Edward N. Gilbert Director	2 years 2 months	2 years 2 months	No
GA	Georgia Department of Industry & Trade Tourist Division 1400 N. Omni International P.O. Box 1776 Atlanta, GA 30301 (404) 656-3545	Prof./Mang. Cler./Sec. Welcome Center TOTAL	15 10 97 122	0 0 0 0	F. Douglas Weaver Director	1 year	11 years	Yes

GENERAL ADMINISTRATION (CONTINUED)

State	1. State Agency Responsible for Travel Development	2. Breakdown and Size of State Travel Office Staff			3. State Travel Director	4. Length of Service as Director	5. Service in Agency	6. Under Civil Service?
			Full-time	Part-time				
HI	Hawaii Visitors Bureau 2270 Kalakaua Avenue Suite 801 Honolulu, HI 96815 (808) 923-1811	Prof./Mang. Sales Cler./Sec. TOTAL	25 5 43 73		Kenneth F. C. Char President	3 months	3 months	No
ID	Economic & Community Affairs Visitor Services Section Room 108, Capitol Building Boise, ID 83720 (208) 334-2470	Prof./Mang. Cler./Sec. TOTAL	2 2 4		Stephen T. Wilson Manager	1 year 4 months	1 year 8 months	Yes
IL	Illinois Office of Tourism Department of Commerce & Community Affairs 310 S. Michigan Avenue Chicago, IL 60604 (312) 793-4732	Prof./Mang. Cler./Sec. Welcome Center TOTAL	15 9 24	15 15	Sandy Guettler Managing Director	6 years	8 years	Yes
IN	Indiana Tourism Development Division 440 N. Meridian Street Indianapolis, IN 46204 (317) 332-8860	Prof./Mang. Cler./Sec. Summer intern TOTAL	4 3 7	1 1	Jan Diggins Director	1 year	4 years	No
IA	Tourism & Travel Division Iowa Development Commission 250 Jewett Building Des Moines, IA 50309 (515) 281-3401	Prof./Mang. Cler./Sec. Welcome Center TOTAL	4 1 5	15 15	Harold P. "Phil" Morgan Director	1 year 9 months	7 years 9 months	No
KS	Kansas Department of Economic Development 503 Kansas Avenue, 6th Floor Topeka, KS 66603 (913) 296-2009	Prof./Mang. Cler./Sec. Welcome Center TOTAL	2 8 10	2 2	Cathy L. Kruzic Director	4 months	4 months	Yes
KY	Office of Tourism Development Capital Plaza Tower Frankfort, KY 40601 (502) 564-4930	Prof./Mang. Cler./Sec. Welcome Center TOTAL	17 14 8 39	5 5	Mark Holthaus Executive Director	1 months	6 months	No
LA	Louisiana Office of Tourism P.O. Box 44291 Baton Rouge, LA 70804 (504) 925-3850	Prof./Mang. Cler./Sec. Welcome Center TOTAL	13 11 47 71	16 16	Carnelia Carrier Assistant Secretary	10 months	10 months	No
ME	Maine Publicity Bureau 97 Winthrop Street Hallowell, ME 04347 (207) 289-2423	Prof./Mang. Sales Cler./Sec. Welcome Center TOTAL	4 2 5 8 19	1 22 23	Peter M. Damberg President	4 years	4 years	No
MD	Maryland Office of Tourist Development 1748 Forest Drive Annapolis, MD 21401 (301) 269-2686	Prof./Mang. Cler./Sec. Other TOTAL	7 4 2 11	3 2 5	Kurt P. Alverson Director	6 months	6 months	No
MA	Department of Commerce & Development Bureau of Vacation/Travel 100 Cambridge Street Boston, MA 02202 (617) 727-1201	Prof./Mang. Cler./Sec. Welcome Center Other TOTAL	3 3 7 1 14	4* 4	Francis J. Shaw Director	11 years 4 months	18 years	Yes
MI	Travel Bureau Michigan Department of Commerce P.O. Box 30226 Lansing, MI 48909 (517) 373-0670	Prof./Mang. Sales Cler./Sec. TOTAL	12 3 12 27	6 6	Jack S. Wilson Director	7 years	8 years 6 months	Yes

GENERAL ADMINISTRATION (Continued)

State	1. State Agency Responsible for Travel Development	2. Breakdown and Size of State Travel Office Staff			3. State Travel Director	4. Length of Service as Director	5. Service in Agency	6. Under Civil Service?
			Full-time	Part-time				
MN	Department of Energy, Planning and Development Tourism Bureau 480 Cedar Street St. Paul, MN 55101 (612) 296-5027	Prof./Mang. Cler./Sec. TOTAL	8 5 13	7 7	Hank Todd Assistant Commissioner/ Director	3 years	8 years	No
MS	Department of Economic Development Tourism Division P.O. Box 849 Jackson, MS 39205 (601) 961-4200	Prof./Mang. Sales Cler./Sec. Welcome Center Other TOTAL	2 5 4 30 Other 41	1 15 16	George Williams Director	5 years	5 years	No
MO	Missouri Division of Tourism 308 East High Jefferson City, MO 65101 (314) 751-433	Prof./Mang. Cler./Sec. Welcome Center TOTAL	7 9 18 34	15 15	Charles Boyd Director	2 years	2 years	No
MT	Travel Promotion Bureau Department of Commerce Helena, MT 59601 (406) 449-2654	Prof./Mang. Cler./Sec. TOTAL	5 3 8	1 1	John L. Wilson Travel Director	2 months	1 year 2 months	No
NE	Division of Travel & Tourism Department of Economic Development 301 Centennial Mall South P.O. Box 94666 Lincoln, NE 68509 (402) 471-3111	Prof./Mang. Cler./Sec. Welcome Center TOTAL	4 4 1 9	42 42	Diane Johnston Director	3 months	2 years	Yes
NV	Department of Economic Development Capital Complex Carson City, NV 89701 (702) 885-4322	Prof./Mang. Cler./Sec. TOTAL	1 2 3	1 1	Ms. Leslie Sluman Director of Tourism	6 months	6 months	No
NH	New Hampshire Office of Vacation Travel Department of Resources & Economic Development Christian Mutual Building 6 Loudon Road P.O. Box 856 Concord, NH 03301 (603) 271-2343 (general information) (603) 271-2666 (travel director)	Prof./Mang. Cler./Sec. Other TOTAL	3 2 1 6	1 1	Norman C. VanderNoot Travel Director	3 years 6 months	3 years 6 months	Yes
NJ	Division of Travel and Tourism CN 384 Trenton, NJ 08625 (609) 292-2470	Prof./Mang. Cler./Sec. Welcome Center Other TOTAL	7 5 0 12	27 7 34	Stephen B. Richer Director	2 years 4 months	2 years 4 months	No
NM	Tourism and Travel Division New Mexico Commerce & Industry Department Bataan Memorial Building Santa Fe, NM 87503 (505) 827-5571	Prof./Mang. Cler./Sec. Welcome Center TOTAL	6 4 11 21	17 17	John R. Adams Director	2 months	7 years 10 months	No
NY	Division of Tourism New York State Commerce Department 230 Park Avenue Room 866 New York, NY 10169 (212) 949-8429	Prof./Mang. Sales Cler./Sec. TOTAL	10 10 10 30	3 2 5	Clifford A. Theiss Deputy Commissioner of Tourism	1 year	1 year	No
NC	North Carolina Department of Commerce Division of Travel & Tourism 410 N. Salisbury Street Raleigh, NC 27611 (919) 733-4171	Prof./Mang. Cler./Sec. Welcome Center TOTAL	10 5 26 41	8 8	Charles Weatherly Director	1 month	12 years	No

GENERAL ADMINISTRATION (Continue 4)

State	1. State Agency Responsible for Travel Development	2. Breakdown and Size of State Travel Office Staff			3. State Travel Director	4. Length of Service as Director	5. Service in Agency	6. Under Civil Service?
			Full-time	Part-time				
ND	North Dakota Tourism Promotion Capitol Grounds Bismarck, ND 58505 (701) 224-2525	Prof./Mang. Cler./Sec. Welcome Center Other TOTAL	3 2 2 7	18 18	Mike Foster Tourism Director	3 months	3 months	No
OH	Ohio Department of Economic & Community Development Office of Travel & Tourism P.O. Box 1001 Columbus, OH 43216 (614) 466-8844	Prof./Mang. Cler./Sec. Welcome Center TOTAL	6 9 15	4 4	Pat Brown Director	1 year 8 months	1 year 8 months	No
OK	Division of Marketing Services 505 Will Rogers Building Oklahoma City, OK 73105 (405) 521-2406	Prof./Mang. Cler./Sec. Welcome Center TOTAL	17 12 35 64	8 40 48	Ron Acree Director	2 years 6 months	2 years 6 months	No
OR	Department of Transportation Travel Information Section 101 Transportation Building Salem, OR 97310 (503) 378-6309	Prof./Mang. Cler./Sec. Welcome Center Other TOTAL	3 4 4 7	2 11 1 14	Shirley Eads Director	1 year 8 months	1 year 8 months	No
PA	Bureau of Travel Development Pennsylvania Department of Commerce Forum Building Harrisburg, PA 17120 (717) 787-5453	Prof./Mang. Sales Welcome Center TOTAL	5 5 27 37		H. Robert "Skip" Becker Director	2 years	2 years	No
RI	Department of Economic Development 7 Jackson Walkway Providence, RI 02903 (401) 277-2601	Prof./Mang. Cler./Sec. Welcome Center Other TOTAL	4 4 4 1 9	4 4	Leonard J. Panaggio Assistant Director	29 years 4 months	29 years 4 months	No
SC	South Carolina Department of Parks, Recreation & Tourism Division of Tourism 1205 Pendleton Street Suite 113 Columbia, SC 29201 (803) 758-2536	Prof./Mang. Cler./Sec. Welcome Center Other TOTAL	29 9 42 1 81	11 6 17	Robert G. Liming Director	2 years 6 months	2 years 6 months	Yes*
SD	South Dakota Division of Tourism 221 S. Central Avenue Pierre, SD 57501 (605) 773-3301	Prof./Mang. Sales Cler./Sec. Welcome Center TOTAL	9 1 4 14	6 38 44	Susan Edwards Director	7 months	7 months	No
TN	Tennessee Department of Tourist Development 601 Broadway Nashville, TN 37203 (615) 741-1904	Prof./Mang. Sales Cler./Sec. Welcome Center Hotel & Rest. TOTAL	13* 3 15 53 30 114	2** 2	Etherage Parker Commissioner	7 months	7 months	No
TX HWYS	Department of Highways & Public Transportation* Travel & Information Division 11th & Brazos Streets Austin, TX 78701 (512) 475-3661	Prof./Mang. Cler./Sec. Welcome TOTAL	18 5 47 70	2 4 6	Tom H. Taylor Director	21 years	36 years	No
TX TOUR	Texas Tourist Development Agency Box 12008 Capitol Station Austin, TX 78711 (512) 475-4326	Prof./Mang. Cler./Sec. TOTAL	7 5 12		Frank Hildebrand Executive Director	18 years	18 years	No
UT	Division of Travel Development Council Hall/Capitol Hill Salt Lake City, UT 84114 (801) 533-5681	Prof./Mang. Cler./Sec. Other TOTAL	6 5 11	5 5	J. Phillip Keene Director	1 year	1 year	No

GENERAL ADMINISTRATION (Continued)

State	1. State Agency Responsible for Travel Development	2. Breakdown and Size of State Travel Office Staff			3. State Travel Director	4. Length of Service as Director	5. Service in Agency	6. Under Civil Service?
			Full-time	Part-time				
VT	Agency of Development & Community Affairs Vermont Travel Division 61 Elm Street Montpelier, VT 05602 (802) 828-3236	Prof./Mang. Cler./Sec. Welcome Center TOTAL	6 4 6 16	1 4 5	Donald A. Lyons Director	19 years 6 months	19 years 6 months	Yes
VA	Virginia State Travel Service 6 N. Sixth Street Richmond, VA 23219 (804) 786-2051	Prof./Mang. Cler./Sec. Welcome Center TOTAL	11 18 36 65	5 18 23	Marshall E. Murdaugh Commissioner	10 years 1 month	10 years 1 month	No
WA	Washington Department of Commerce & Economic Development Tourism Development Division 101 General Administration Building Olympia, WA 98504 (206) 753-5600	Prof./Mang. Cler./Sec. TOTAL	2 2 4		William Taylor Assistant Director, Department of Commerce and Economic Development	5 months	5 months	No
WV	Governor's Office of Economic & Community Development Travel Development Division Room B-564, Capitol Building Charleston, WV 25305 (304) 348-2286	Prof./Mang. Sales Cler./Sec. Welcome Center TOTAL	2 4 6 24 36	18* 18	Joseph R. Fowler Director	5 years	5 years	No
WI	Division of Tourism Department of Development 123 W. Washington Avenue Madison, WI 53702 (608) 266-2147	Prof./Mang. Cler./Sec. Welcome Center TOTAL	14 2 9 25	3 25 28	Donald A. Woodruff Executive Director	2 years	2 years	No
WY	Wyoming Travel Commission Frank Norris Jr. Travel Center Cheyenne, WY 82002 (307) 777-7777	Prof./Mang. Cler./Sec. Welcome Center Other TOTAL	6 4 1 1 12	1 1 2	Randall A. Wagner Director	4 years	9 years 3 months	No
GU	Guam Visitors Bureau P.O. Box 3520 Agana, GU 96910 (617) 646-5278 or (617) 646-5279 TELEX: 6432 GUAMTOUR CM	Prof./Mang. Sales Cler./Sec. Other TOTAL		3 1 2 5 11	Joey Cepeda Acting General Manager	2 months	2 years	No
CM	Marianas Visitors Bureau P.O. Box 861 Saipan, CM 96950	Prof./Mang. Cler./Sec. Other TOTAL	5 1 6 12		J.M. Guerrero Managing Director	5 years	5 years	No
PR	Puerto Rico Tourism Company Box 3072 Old San Juan Station San Juan, PR 00903 (809) 721-2400	Prof./Mang. Sales Cler./Sec. Other TOTAL	82 4 46 184 316		Pedro de Aldrey Executive Director	2 years	4 years	No
VI	Division of Tourism P.O. Box 6400 St. Thomas, VI 00801 (809) 774-8784	Prof./Mang. Sales Cler./Sec. Welcome Center Other TOTAL	3 10 5 25 5 48		Leona Bryant Director	4 months	2 years 6 months	No

GENERAL ADMINISTRATION (Continued)

State	7. Chief Assistant to Travel Director	8. Period of Service as Assistant	9. Assistant Under Civil Service?	10. Rest of Staff Under Civil Service?	11. Name of Department or Agency of Which State Travel Office is a Part	12. Additional Comments
AL	William Armistead Administrative Assistant	2 months	No	No	None	
AK	Terry L. Miller Deputy Director	6 years 11 months	Yes	Yes	Department of Commerce & Economic Development	
AZ	Victor L. Heller Deputy Director	1 year 6 months	No	No	None	
AR	Tyler Hardeman Assistant Tourism Director	2 years 1 month	No	No	Arkansas Department of Parks & Tourism	There are five individual divisions. Parks and Tourism is under a 13 member commission. History, Great River Road and Museum Services each have separate commissions. Each division has a Director, and the Director of Parks and Tourism is a member of the Governor's Cabinet. Appropriations are made at the department level with each division receiving a line item allocation of the total.
CA	Susan Marshall Deputy Director	1 year 2 months	No	Yes	Department of Economic & Business Development	
CO	None	N/A	N/A	Yes	Department of Local Affairs	*By statute, the Director of Commerce & Development is the Director of Tourism Promotion.
CT	Charles Norwood Public Information Supervisor	7 years 8 months	Yes	Yes	Connecticut Department of Economic Development*	The Chief Assistant also acts as Grants Administrator for 2 one-million dollar bonded State grants program for the Restoration of Historic Assets in Connecticut (for the benefit and enhancement of State Tourism).
DE	None	N/A	N/A	Yes	Department of Community Affairs & Economic Development	
DC						
FL	C. Dean Gaiser Assistant Director	8 years 4 months	No	Yes	Florida Department of Commerce	
GA	Hanna Ledford Assistant Director	1 year	Yes	Yes	Georgia Department of Industry & Trade	The Department of Industry and Trade includes divisions that promote economic development through tourism, film location, industrial development and international trade.
HI	Barry L. Adams Senior Vice President Marketing	7 years 10 months	No	No	Department of Planning & Economic Development	Hawaii Visitors Bureau is a private, non-profit company under contract which is responsible for all State tourism promotion.
ID	N/A	N/A	N/A	Yes	Economic & Community Affairs	
IL	Marjorie Beenders Assistant Managing Director	6 years	Yes	Yes	Department of Commerce & Community Affairs	
IN	N/A	N/A	N/A	No	Indiana Department of Commerce	

GENERAL ADMINISTRATION (Continue 4)

State	7. Chief Assistant to Travel Director	8. Period of Service as Assistant	9. Assistant Under Civil Service?	10. Rest of Staff Under Civil Service?	11. Name of Department or Agency of Which State Travel Office is a Part	12. Additional Comments
IA	Dave Kjolhede Assistant Director	4 years 2 months	No	Yes (Only clerical staff)	Iowa Development Commission	The Tourism and Travel Division is one division in the state's Economic Development Agency. A Board of 11 commissioners, appointed by the Governor, sets policy for the whole agency and has final approval over any programs the agency may wish to undertake.
KI	Mary Ellen Reese Assistant Director	1 month	Yes	Yes	Kansas Department of Economic Development	
KY	N/A	N/A	N/A	Yes*	Commerce Cabinet	*Except for four non-merit employees, all employees in the department are covered by state merit system which is equivalent to civil service.
LA	Will G. Mangham Deputy Assistant Secretary	17 years	Yes	Yes	Department of Culture, Recreation & Tourism	
ME	None	N/A	N/A	N/A		The Maine Publicity Bureau is a private, member-supported, non-profit trade association which, by virtue of its matching funds, contracts with the State of Maine, is the Marketing and Promotion Agency of record for the state.
MD	Wayne Kennedy Assistant Director	1 year 11 months	No	Yes	Department of Economic & Community Development	
MA	N/A	N/A	N/A	Yes	Department of Commerce & Development	*These are student interns.
MI	Bruce E. McComb Deputy Director	4 years 4 months	Yes	Yes	Michigan Department of Commerce	
MN	Dave Gaitley Travel and Tourism	2 years	Yes	Yes	Department of Energy, Planning and Development	
MS	Al Elmore	1 year	Yes	Yes	Department of Economic Development	
MO	Jack Plympton Assistant Director	7 years 6 months	Yes	Yes	Department of Consumer Affairs, Regulation and Licensing	
MT	Garry Wunderwald Assistant Chief	4 years 8 months	No	No	Department of Commerce	Legislative reorganization as of July 1, 1981 from Department of Highways to Division of Economic and Community Development, Department of Commerce.
NE	N/A	N/A	N/A	Yes	Nebraska Department of Economic Development	
NV	N/A	N/A	N/A	Yes	Department of Economic Development	Under Director of Tourism there is a staff of 3, all classified state workers.

GENERAL ADMINISTRATION (Continue 4)

State	7. Chief Assistant to Travel Director	8. Period of Service as Assistant	9. Assistant Under Civil Service?	10. Rest of Staff Under Civil Service?	11. Name of Department or Agency of Which State Travel Office is a Part	12. Additional Comments
NH	G. Henry Crawford Assistant Director for Advertising James Driscoll Assistant Director for Public Relations	12 years 4 years	Yes	Yes	Division of Economic Development Department Department of Resources & Economic Development	
NJ	Lawrence Williams Special Assistant to the Director	2 years	Yes	Yes	New Jersey Department of Commerce	Tourism in New Jersey was upgraded to division level (sub-cabinet) by a 1977 statute.
NM	Vacant	N/A	N/A	Yes	New Mexico Commerce & Industry Department	
NY	Edward Allen Assistant Deputy Commissioner, Albany Robert Rosenberg Assistant Deputy Commissioner, New York City	2 year 8 months 1 year 6 months	Yes No	Yes	Department of Commerce	
NC	Glenn Mays Travel Editor	1 year	No	Yes	North Carolina Department of Commerce	
ND	Terry Harzinski Assistant Director	4 years	Yes	Yes	North Dakota Economic Development Commission	
OH	None	N/A	N/A	Yes (Only clerical staff)	Department of Economic & Community Development	
OK	Eugene Dilbeck Assistant Director	2 years 4 months	No	Yes	State Tourism and Recreation Department	The Department is organized into five divisions: Marketing Services; Lodges; State Parks; Planning and Development; and Administration Services. Abe L. Messer is the Executive Director of the Department. The total number of authorized employees is 1,028.
OR	Frank Howard Assistant Director	7 years 9 months	Yes	Yes	Oregon Department of Transportation	The Travel Information Section reports to the Assistant Director for Intergovernmental and Public Affairs, who reports to the Director of the Department of Transportation.
PA	Chris Umble Project Director	1 year 5 months	No	No	Pennsylvania Department of Commerce	
RI	Robert Wilcox Publicity Specialist	13 years 7 months	No	No	Department of Economic Development	
SC	Marion Culp Assistant Director	7 years	Yes	Yes	South Carolina Department of Parks, Recreation & Tourism	*State employees are not under civil service as such. They do have job protection to the extent that certain procedures have to be followed before an employee can be dismissed. The employee can then appeal.
SD	Mark A. Young Assistant State Travel Director	4 years 10 months	No	Yes	Department of Economic & Tourism Development*	*The Department of Economic and Tourism Development includes the Industrial Promotion and Tourism Promotion Divisions.

GENERAL ADMINISTRATION (Continue 4)

State	7. Chief Assistant to Travel Director	8. Period of Service as Assistant	9. Assistant Under Civil Service?	10. Rest of Staff Under Civil Service?	11. Name of Department or Agency of Which State Travel Office is a Part	12. Additional Comments
TN	Kathleen Wilson Deputy Commissioner	2 years 4 months	No	Yes	None	*The Assistant Commissioner and Assistant Director of Hotel & Restaurant and Welcome Centers are included under management. **The two part-time are in Hotel & Restaurant Inspection Division. The Department of Tourist Development is a cabinet level department in the state of Tennessee. Therefore, the state Travel Director is a Commissioner. His assistant's are: Deputy Commissioner, Assistant Commissioner/Travel Promotion and Assistant Commissioner/Welcome Centers and Hotel & Restaurant Inspection. Every employee below the title of Assistant Commissioner, except the Budget Officer, Personnel Director and the Commissioner's secretary, is under civil service.
TX HWYS	Willis Alberado Director Travel Services	22 years	No	No	State Department of Highways & Public Transportation	*The Texas travel and tourism program is shared by two separate, complementary state offices. The State Department of Highways and Public Transportation is responsible for operating the state's 12 highway tourist bureaus, production of the state's family of printed travel literature, production of highway travel information exhibit (InfoBords) located in 85 highway rest areas, production-distribution of travel-oriented audio visuals, and compilation-publication of the state's annual survey of tourist visitors from out of state.
TX TOUR	John Spragins Director of Programs	11 years 3 months	No	No	None	Tourist development responsibilities are divided between this agency and the State Department of Highways and Public Transportation. Our major responsibility is in the area of marketing while Texas Highways is the supply arm through its collateral program and tourist bureau operations.
UT	Milton R. Jolley Assistant Director	14 years 5 months	No	Yes	Department of Community & Economic Development	
VT	David Kaufman Administrative Assistant	3 years 9 months	No	Yes	Agency of Development and Community Affairs	
VA	Daniel C. Bartges, Jr. Assistant Commissioner	6 years	No	No	Department of Conservation & Economic Development	Our Board of Conservation and Economic Development determines our policies and our Travel Advisory Committee is responsible for advice.
WA	Tom Hynes Marketing Services Division	4 months	Yes	Yes	Washington Department of Commerce & Economic Development	

GENERAL ADMINISTRATION (Continued)

State	7. Chief Assistant to Travel Director	8. Period of Service as Assistant	9. Assistant Under Civil Service?	10. Rest of Staff Under Civil Service?	11. Name of Department or Agency of Which State Travel Office is a Part	12. Additional Comments
WV	Arlene Dodd Assistant Director	4 years 6 months	No	No	Governor's Office of Economic & Community Development	*These are summer employees only.
WI	Milton A. Strauss	1 year	Yes	Yes	Department of Development	
WY	Clyde R. Douglass Assistant Director	4 years	No	No	None*	*We are a separate agency within the executive branch. We have a five member public board of Commissioners appointed by the Governor.
GU	Joseph B. Cepeda Deputy Manager	2 years 1 month	No	No	None	Other employees consist of: Administrative Assistant, Japan Programs Coordinator, Community Development Programs Coordinator, Visitor Services Officer, Publicity Specialist, a General Manager and a Deputy Manager at our Japan Office.
CM	Konrad S. Reyes Tourism International Specialist	7 months	No	No	None	Through the enabling legislation, the general responsibility of the Marianas Visitors Bureau rest in the hands of nine Board of Directors; five appointed by the Governor and four elected from the general membership. They in turn hired the Managing Director who oversees the day-to-day affairs of the Bureau and reports to the Board on their monthly meeting.
PR	Vacant	N/A	N/A	Yes	None	
VI	John McCleverty Assistant Director of Tourism Janet Foster	1 year 2 months	Yes No	Yes	Department of Commerce	John McCleverty also serves as Manager of Cruise Ship Activities & Special Promotions. A position he has held for the past five years.

ADVERTISING

State	1. Individual responsible for Development of Travel Advertising Program	2. Current Advertising Agency	3. Years Retained	4. Staff Member Responsible for Art, Design and Layout?	5. Other Division of State Government Which Does This?	6. Other Groups Which Cooperate on Advertising Programs
AL	Cy Steiner Contracted Ad Agent	Steiner/Bressler Advertising Birmingham, AL	3	No	None	Travel-related businesses, Regional travel organizations, City convention & visitor bureaus, Chambers of Commerce, Alabama Hotel & Motel Association
AK	John Farnan Marketing Coordinator	Fawcett-McMerritt, Caranavgh Pozzi	6	No	None	Travel-related businesses, State travel organizations, City, CVB, others.
AZ	Abe Baum Director of Marketing Services	Taylor Advertising 1507 Home Federal Tower Tucson, AZ 85701	3	No	None	Regional travel organizations, City convention and visitor bureaus
AR	Terry Smith Director	The Woods Brothers Agency 1001 W. Markham Little Rock, AR 72201	3	Yes	None	Travel-related businesses, regional travel organizations, City convention & visitor bureaus, Middle South Services, Ozark Regional Commission, Travel South U.S.A.
CA	None	None	N/A	No	None	Travel-related businesses, City convention and visitor bureaus
CO	Director of Commerce & Development	Evans & Bartholemew 1430 Larimer Square Denver, CO 80202	2	No	None	Travel-related businesses, City convention and visitor bureaus, Dude Ranch Association, Councils of Governments
CT	Anthony A. Davenport Director of Communications	None	N/A	Yes	None	Travel-related businesses, Regional travel organizations, City convention and visitor bureaus
DE	Janice C. Geddes Travel Representative	James Rose & Company 906 A. Orange Street Wilmington, DE 19801	3	Yes	None	Travel-related businesses, various travel related Trade Association
DC						
FL	Edward N. Gilbert Director	Mike Sloan, Inc. 101 15th Road, S.W. Miami, FL 33129	3	No	None	Travel-related businesses
GA	Ed Spivia Deputy Commissioner Department of Industry and Trade	Rafshoon, Shivers, Vargas and Toplin (RBSVT) Beta Building Two Northside 75 Atlanta, GA 30318	8	No	None	Georgia Association of Broadcasters (public service announcements on radio)
HI	Berry L. Adams Senior Vice President of Marketing	Milici/Valenti Advertising, Inc. 700 Bishop Street Honolulu, HI 96813	11	No	None	Travel-related businesses
ID	Stephen T. Wilson Manager	W.R. Drake Boise, Idaho	1	Yes	None	Travel-related businesses
IL	None	Lee King & Partners 360 N. Michigan Avenue Chicago, IL 60601	6 months	No	None	Travel-related businesses, Regional travel organizations, City convention and visitor bureaus
IN	Elaine Ervin Promotion Manager	The Carlson Co. 3750 Guion Road Indianapolis, IN 46222	2		Communications, Indiana Department of Commerce	

ADVERTISING (Continued)

State	1. Individual responsible for Development of Travel Advertising Program	2. Current Advertising Agency	3. Years Retained	4. Staff Member Responsible for Art, Design and Layout?	5. Other Division of State Government Which Does This?	6. Other Groups Which Cooperate on Advertising Programs
IA	Kyle McGonigle Marketing & Promotion Coordinator	Creswell, Munsell, Fultz & Zirbel 727 East Second Des Moines, IA 50306	4	Yes	None	Regional travel organizations
KS	None	None	N/A	No	None	Travel-related businesses, City convention and visitor bureaus
KY	Mark Holthaus Executive Director	Doe-Anderson Advertising Agency 223 E. Broadway Louisville, KY 40202	2	No	Department of the Arts	Travel-related businesses, Regional travel organizations, City convention and visitor bureaus
LA	Cornelia Carrier	Coleman Robertson, Inc. 441 Gravier Street New Orleans, LA 70130	6 months	None	None	Regional travel organizations, City convention and visitor bureaus non-profit organizations.
ME	Vacant	In-House	4	Yes	None None	Travel-related businesses, Regional travel organizations, City convention and visitor bureaus, Chambers of Commerce, Statewide Trade Associations
MD	Wayne Kennedy Assistant Director	Vansant Dugdale & Co., Inc. World Trade Center Baltimore, MD 21218	3	No	None	Travel-related businesses, Regional travel organizations, City convention and visitor bureaus
MA	Francis J. Shaw Director	Ingalls Associates 857 Boylston Street Boston, MA 02116	2	No	None	Travel-related businesses, Regional travel organizations, City convention and visitor bureaus
MI	Sue Callaway Assistant, Director, Marketing & Promotion	Ross Roy, Inc. 2751 E. Jefferson Detroit, MI 48207	22	Yes	None	Travel-related businesses, Regional travel organizations, City convention and visitor bureaus
MN	Hank Todd Assistant Commissioner/ Director	Martin/Williams, Inc. Minneapolis, MN	2	No	None	Travel-related business, Regional travel organizations, City convention and visitor bureaus, Local Chamber of Commerce, statewide tourism organizations.
MS	George Williams Director	Marie, West & Baker, Inc. 5120 Galaxie Drive P.O. Box 12426 Jackson, MS 39211	1	No	None	Regional travel organizations, City convention and visitor bureaus.
MO	Charles Boyd Director	Dwight Barrett Harmon Smith, Inc. 1000 W. 46th Street Kansas City, MO 64112	3	No	None	
MT	Lynne M. Albright Marketing	Sage Advertising P.O. Box 1142 Helena, MT 59601	13	No	None	Regional travel organizations, Travel-related businesses, Ski area operators.

ADVERTISING (CONTINUED)

State	1. Individual responsible for Development of Travel Advertising Program	2. Current Advertising Agency	3. Years Retained	4. Staff Member Responsible for Art, Design and Layout?	5. Other Division of State Government Which Does This?	6. Other Groups Which Cooperate on Advertising Programs
NE	Diane Johnston Director	Miller Friendt Ludemann 801 S Lincoln, NE 68510	3	Yes (Partial staff)	None	Travel-related businesses, Regional travel organizations, City convention and visitor bureaus.
NV	Ms. Leslie Sluman Director of Tourism	Reber, Glenn and Marx 495 Apple Street Reno, NV 89502	6	No		None
NH	G. Henry Crawford Assistant Director for Advertising	Agrafiotis Associates, Inc. 814 Elm Street Manchester, NH 03101	2	No	None	Travel-related businesses, Regional travel organizations
NJ	Harvey Victor Vice President (Tourism Account Executive)	Keyes, Martin and Company 841 Mountain Avenue Springfield, NJ 07081	5	Yes	None	Travel-related businesses, Regional travel organizations (intra-state), City convention and visitor bureaus
NM	John R. Adams Director	Delgado Advertising & Public Relations P.O. Box 1906 Santa Fe, NM 87501 Chris Nater & Associates 986 Acequia Madre Santa Fe, NM 87501	5	No	None	Travel-related businesses, Regional travel organizations, City convention and visitor bureaus
NY	Nateli Matschulat Senior Deputy Commissioner Clifford Theiss Deputy Commissioner of Tourism	Wells, Rich & Greene 767 5th Avenue New York, NY 10022	4	No	None	Travel-related businesses, Regional travel organizations, City convention and visitor bureaus, New York League of Theaters and Producers, Domestic and foreign airlines
NC	Charles Heatherly Director	McKinney, Silver & Rockett, Inc. 333 Fayetteville Street Raleigh, NC 27602	5	Yes	None	None
ND	Mike Foster Director	Group 5 90 S. Ninth Street Minneapolis, MN 55402	2 months	No	None	Regional travel organizations, City convention and visitor bureaus, Resource Conservation and Development Offices
OH	Bob Stockdale Marketing Coordinator	Marschalk Advertising Co. 601 Rockwell Cleveland, OH	2	No	Communications Division	None
OK	Don Arree Director	Gordon-Kietzman, Dennis Advertising, Inc. 1330 Classen Oklahoma City, OK 73106	4	Yes (Internal Publications)	None	Multi-county organizations (countries and lakes associations)
OR	Shirley Kads Director	Undecided	N/A	No	Graphics Unit Oregon Department of Transportation	Travel-related businesses, Regional travel organizations, City chambers of commerce, Visitors and convention bureaus
PA	Skip Becker Director	Ketchum, Macleod & Grove, Inc. Pittsburgh, PA 15222	4	No	None	Travel-related businesses, Regional travel organizations, City convention and visitor bureaus, Fifty-nine county Tourist Promotion Agencies

State	1. Individual responsible for Development of Travel Advertising Program	2. Current Advertising Agency	3. Years Retained	4. Staff Member Responsible for Art, Design and Layout?	5. Other Division of State Government Which Does This?	6. Other Groups Which Cooperate on Advertising Programs
RI	Leonard J. Panaggio Assistant Director	Creamer, Inc. 800 Turks Head Building Providence, RI 02903	7	Yes*	None	Travel-related businesses, Regional travel organizations, City convention and visitor bureaus
SC	Robert G. Liming Director	Leslie Advertising Agency P.O. Box 6168 Greenville, SC 29607	2	No	None	None
SD	Susan Edwards Director	Lawrence and Schiller Advertising, Inc. 607 W. 33rd Street Sioux Falls, SD 57105	2	No	Division of Purchasing & Printing (Small jobs)	Travel-related businesses, Regional travel organizations, City convention and visitor bureaus
TN	Charlotte Davidson Assistant Commissioner	Eric Ericson & Associates 2416 Hillboro Road Nashville, TN 37212	2	Yes (for in-house projects)	None	Travel-related businesses, Regional travel organizations, City convention and visitor bureaus
TX HWYS	N/A*	N/A*	N/A*	Yes	None	N/A*
TX TOUR	Frank Hildebrand Executive Director	Neal Spelce Associates Inc. P.O. Box 1905 Austin, TX 78767	6	No	None	Travel-related businesses, Regional travel organizations, City convention and visitor bureaus
UT	J. Phillip Keene Director	Harris & Love 10th Floor Walker Center 19th East 2nd South Salt Lake City, UT 84111 Gardiner Advertising Agency Gardiner Plaza 56 West Fourth South Salt Lake City, UT 84110	8 3	No	None	Travel-related businesses, Regional travel organizations, City convention and visitor bureaus, County convention and visitor bureau
VT	Donald A. Lyons Director	Kenyon & Eckhardt 1 Boston Place Boston, MA	1	No	None	Travel-related business, Regional travel organizations, City convention and visitor bureaus, State agencies.
VA	Margaret M. Lesniak Director of Advertising	Stuart Ford, Inc. 1108 East Main Street Richmond, VA 23219	2	No	None	Travel-related businesses, Regional travel organizations, City convention and visitor bureaus
WA	William Taylor Director	Dirig Associates 4th and Vine Building 8th Floor Seattle, WA 98121	4	No	None	Travel-related businesses
WV	Sherri O'Dell Director of Advertising & Communications	Fahlgren & Ferris, Inc. P.O. Box 1628 Parkersburg, WV 26101	4	No	Advertising & Communications Division	Travel-related businesses, Regional travel organizations, City convention and visitor bureaus
WI	Rae Van Wyhe Advertising Coordinator	Stephan & Brady, Inc. 1850 Hoffman Street Madison, WI 53701	2	No	None	Travel-related businesses, Regional travel organizations, City convention and visitor bureaus, Non-profit Tourism organizations
WY	Randell A. Wagner Director	Bryan, Bryan and Black P.O. Box 10236 Cheyenne, WY 82001	5	Yes	None	Travel-related businesses, Regional travel organizations, City convention and visitor bureaus, Co-operatives with private and public funded travel marketing and economic development organizations

ADVERTISING (Continued)

State	1. Individual responsible for Development of Travel Advertising Program	2. Current Advertising Agency	3. Years Retained	4. Staff Member Responsible for Art, Design and Layout?	5. Other Division of State Government Which Does This?	6. Other Groups Which Cooperate on Advertising Programs
GU	Pilar Laguna Promotions Specialist	Glimpses of Guam P.O. Box 3191 Agana, GU 98910	2	Yes	None	Travel-related businesses, Regional travel organizations, City convention and visitor bureaus, domestic and international organizations
	Setsuko Cullens Promotion Specialist Japan	Dentsu Incorporated 1-11-10, Tsukiji Chuo-Ku, Tokyo 104 Japan	5	No	None	
	Bert Unpingco Special Project Officer	Nitto Advertising Agency Inc. 9-15, 1 Chome, Akasaka Minato-ku, Tokyo, 107	1	No	None	
CM	Managing Director and Advertising Committee	Glimpses of Guam, Inc. P.O. Box 3191 Agana, GU 96910	5	No	None	Travel-related businesses
PR	None	Tromson Monroe 40 East 49th Street New York, NY 10017	4	No	None	Airlines
VI	None	Greengage Associates 747 3rd Avenue New York, NY	6	Yes	None	Travel-related businesses

ADVERTISING (Continued)

State	7. Does State Have a Matching Fund Program for Such Cooperating Groups?	8. What is the Matching Formula?	9. Is Advertising Directed Toward Stimulating Inquiries?	10. Are Inquiries Surveyed to Evaluate Advertising Effectiveness?	11. Number of Inquiries Received in 1980	12. Do You Have A Standard Inquiry Fulfillment Package?
AL	Yes	Figures vary depending on the project. We assist in financing production costs for travel related brochures, etc.	Yes	Yes*	895,207	Yes
AK	Yes	No formula	Yes	Yes*	413,000	Yes
AZ	Yes	1/1 up to 4/1 depending on size of community.	Yes (Partially)	No	168,000	Yes
AR	Yes	2/1	Yes	Yes*	183,000	Yes
CA	No	N/A	No	Yes*	30,000	Yes
CO	No	N/A	Yes	Yes*	160,000	Yes
CT	No	N/A	Yes	Yes*	800,000	Yes
DE	Yes	50/50	Yes	Yes*	36,000	Yes
DC						
FL	No	N/A	Yes	Yes*	342,000	Yes
GA	No	N/A	Yes	Yes*	250,000	Yes
HI	No	N/A	No	No	228,401	No
ID	No	N/A	Yes	Yes*	45,000	Yes
IL	Yes	Up to 60% states; 40% local (or required match).	Yes	Yes	200,000**	Yes
IN	Yes	State can match up to 50% of cost of promotional project.	Yes* (Partially)	Yes**	16,000 (from advertising coupons)	Yes***
IA	Yes	50/50 Hard Dollar Match	Yes	Yes*	18,500	Yes
KS	No	N/A	Yes	No	50,000*	Yes
KY	Yes	50/50 up to a specified amount.	Yes	Yes**	Unknown	Yes***
LA	Yes	50/50 cash	Yes	Yes*	153,148 (Mail only)	Yes
ME	Yes	\$30,000 1 for 1 contract (over a one year period)	Yes	Yes*	100,000 (Over)	Yes
MD	Yes	50/50	Yes	Yes*	625,000	Yes

ADVERTISING (Continued)

State	7. Does State Have a Matching Fund Program for Such Cooperating Groups?	8. What is the Matching Formula?	9. Is Advertising Directed Toward Stimulating Inquiries?	10. Are Inquiries Surveyed to Evaluate Advertising Effectiveness?	11. Number of Inquiries Received in 1980	12. Do You Have A Standard Inquiry Fulfillment Package?
MA	Yes	50/50	Yes	Yes*	84,000	Yes
MI	Yes	Depends upon the organization.*	Yes	Yes**	369,000 (Plus bulk requests by Motor Clubs, Agents, etc.)	Yes
MN	Yes	50/50	Yes	Yes*	140,000	Yes
MS	Yes	50/50	Yes	Yes*	75,000	Yes
MO	No	N/A	Yes	Yes*	153,971	Yes
MT	Yes	Equal match	Yes	Yes*	117,710	Yes
NE	Yes (Limited)	*	Yes	Yes**	54,000	Yes
NV	No	N/A	Yes	No	Unknown	No
NH	Yes	50/50	No	Yes*	52,000	Yes
NJ	No	N/A	Yes	Yes*	140,000	Yes
NM	Yes	50/50	Yes	Yes*	229,957	Yes
NY	Yes (Only for Tourism Promotion Agencies)	50/50*	Yes	Yes**		Yes***
NC	Yes	50/50 up to \$5,000	Yes	Yes*	356,000	Yes
ND	Yes	50% up to \$8,000; for Canadian advertising convention advertising and trade shows.	Yes	Yes*	70,000	Yes
OH	No	N/A	Yes	Yes*	N/A	Yes
OK	Yes	Match of 1/2 of the allowable expenses of tourism promotion. Total amount available for match is appropriated by state legislature.	Yes	Yes*	80,000	Yes
OR	No	N/A	Yes	Yes*	84,936	Yes
PA	Yes	50/50 on local income; 1/2 on expenditures.	Yes	Yes*	111,000	Yes
RI	Yes	Depends upon the project and its cost.	Yes	Yes**	120,000 (Approximately)	Yes

ADVERTISING (Continued)

State	7. Does State Have a Matching Fund Program for Such Cooperating Groups?	8. What is the Matching Formula?	9. Is Advertising Directed Toward Stimulating Inquiries?	10. Are Inquiries Surveyed to Evaluate Advertising Effectiveness?	11. Number of Inquiries Received in 1980	12. Do You Have A Standard Inquiry Fulfillment Package?
SC	Yes	Based upon available funds and merits of project, generally 50/50 funding process.	Yes	Yes*	296,282	Yes
SD	No	N/A	Yes*	Yes**	119,773	Yes
TN	Yes	50/50 - Maximum \$15,000	Yes	Yes*	120,000	No**
TX HWYS	No	N/A	N/A*	N/A*	260,538	Yes
TX TOUR	No	N/A	Yes (Partially)	Yes*	246,626**	Yes
UT	Yes	\$15,000 each. 50-50 match- 9 regions	Yes	Yes**	120,833	Yes
VT	Yes	50/50 with 25% of state share retained for "umbrella" program.	Yes	Yes*	79,000 (Mail only)	Yes
VA	No	N/A	Yes*	Yes**	972,438	Yes
WA	No	N/A	Yes	No	50,000	Yes
WV	Yes	90/10 up to \$3,500 per county.	Yes	Yes	138,418	Yes
WI	Yes	Up to 50%*	Yes	Yes**	101,786***	Yes
WY	Yes*	Up to 50%- match not to exceed \$10,000 per applicant.**	Yes	Yes***	161,000****	Yes
GU	Yes	*	Yes	No	5,774	Yes
CM	No	N/A	No	No	1,500	Yes
PR	No	N/A	Yes	No		No
VI	No	N/A	Yes*	Yes**	375,000	Yes

ADVERTISING (Continued)

State	13. Additional Comments
AL	*We evaluate our advertising effectiveness according to our coupon receipts which are submitted by persons reading certain magazines; we measure our effectiveness by studying our success at certain U.S. and Canadian travel shows attendance and also by surveys conducted in Alabama at hotels, air terminals, etc. We have developed, and are continuing to develop, marketing plans. We base quite a bit of the information on our advertising markets as well as the annual "Travel in Alabama" report.
AK	The State-Administered marketing program is jointly funded by the Division of Tourism (DOT) and by funds raised by the private sector of the Alaska visitor industry, represented by the Alaska Visitors Association Marketing Council (AVAMC). The cooperative marketing program includes: destination advertising, direct mail marketing, production and printing of collateral materials, mail fulfillment, research, consumer and trade travel shows, familiarization tours for travel writers and tour wholesalers, foreign market development, publicity and public relations, and in-state awareness. Although funding for the cooperative program is pooled, some elements are handled unilaterally by the DOT and some by the AVAMC.
AR	*Conversion studies are conducted based on a sample of the inquiries.
CA	*We did a conversion study for 1979-80 to evaluate the effectiveness of our visitor information program - not advertising. We plan to do another covering 1980-81. We have no budget for paid advertising. We work with several trade publications to help coordinate an annual California Sales Guide and an International Sales Guide.
CO	*We conduct an annual conversion study based on a sample random of all inquiries received and it gives information on size of party, destination, length of stay, etc.
CT	*This is done through mail counts and counts of telephone inquiries in response to our advertising and promotion; we also keep a count of inquiries at our 12 Welcome Centers by days and weeks and by the types of inquiries. A relatively small percentage of our budget is devoted to outright advertising. Most of our Promotional/Public Relations dollars are spent on writing and placing editorial stories and pictures in U.S. newspapers and magazines.
DE	*A conversion study is done on all coupon ads.
FL	*Conversion effectiveness is determined on both print and electronic advertising through follow-up on request for State Vacation Guide.
GA	*Conversion studies are undertaken periodically to evaluate effectiveness of advertising campaigns. Regional meeting lists of respondents are compiled and sent to local area for follow-up.
HI	Co-op advertising is negotiated annually with carriers and hotels serving Hawaii. The Hawaii Visitors Bureau (HVB) develops the ad campaign and co-op participants contribute 50% to media buy for their identification in 50% of the copy.
ID	*We do a random sampling of coupons that are sent in.
IL	*Primarily in Gateway Magazine which is sent to domestic and international travel trade. **These are only the advertising responses serviced by the fulfillment house. It does not include other inquiries directed towards Chicago Travel Information Center, Springfield and Marion offices, etc.
IN	*Some is directed toward inquiries, but most is promotional. **Limited advertising coupon conversion studies. ***There are three different packages. Coupons are coded for a certain pack.
IA	*The division "stripped" money from other programs in order to conduct a limited ad campaign in regional markets in the spring of 1981. We will be sending questionnaires to respondents to the ads to find out if they in fact, traveled in Iowa. Due to budget reductions, we are planning no out of state advertising for FY 81-82. We will spend limited funds (\$3,500) on the production of radio spots and newspaper slicks which we will furnish to the media in-state to use as public service. We will also continue to use free listings in travel publications whenever possible.
KS	*Approximately 4,000 were direct response to advertising.
KY	*Only for special projects not done by the Advertising Agency. **Coupons placed in ads are coded. When the responses come in, the number of responses per ad are divided by cost of the ad to determine how much each response costs us. ***Individuals requests for specific information are also filled.
LA	*Convention study considered for later this year.

ADVERTISING (Continued)

State	13. Additional Comments
ME	*We analyze the reach, penetration and cost effectiveness of our ads. However, conversion studies are not conducted.
MD	*Mail survey of general demographics and expenditures patterns to consumer inquiry.
MA	*Each inquiry receives a postcard which allows them to comment on their vacation plans and the vacation kit.
MI	*The four regional tourist associations share equally in legislative appropriation for these organizations. Convention bureau funding is based on local funding. **Inquiries are analyzed by zip code of residence. In addition, samples are periodically selected for administration of a follow-up survey.
MN	*We do a random sampling of all inquiries by season and program.
MS	*Periodic conversion surveys and cost per inquiry factors are evaluated.
MO	*A coupon conversion study is done each Fall with a random sample of approximately 4,500 responses.
MT	*We conduct an annual conversion study based on a sample of the inquiries received during the year.
NE	*State matching fund-programs are classified as either "New Event Marketing Assistance" or "Regional Marketing Assistance." Direct grant funds are taken from limited resources. **Beginning Fiscal Year 1981-82, we will be conducting an annual inquiry-conversion study. Prior to this Fiscal Year, inquiry-conversion studies were conducted biennially with the last one being done in 1978.
NV	State grant monies are available to organizations in rural counties and are authorized by county governing boards.
NH	*Studies are made at different times to survey conversion of inquiries, impressions of the state, etc. These are not made every year.
NJ	*Ads are keyed for date and placement to evaluate volume and "duration" of responses.
NM	*Advertising both stimulates inquiries and educates, promoting a more accurate image of New Mexico. Sport surveys of telephone inquiries and reader service inquiries are being done until the system is modified to permit sampling of all inquiries.
NY	*With a minimum of \$8,000 and a maximum of \$150,000 per applicant. Awards over \$8,000 may be subject to pro-rata payout of available funds. **Limited conversion studies are conducted with individual print media. A bulk of inquiries are generated on an "800" number placed in TV ads. Our overall campaign is evaluated annually through market research to determine effectiveness in terms of awareness level increase, appeal, etc. ***Inquiry package varies with season and ad campaign.
NC	*We conduct conversion studies of advertising.
ND	*Yearly, a random sample of inquiries is drawn for the purpose of conversion survey.
OH	*We measure the cost per response, subject matter requested and the time of year.
OK	*Conversion studies are made to determine the impact of our advertising program. We have a saturation advertising plan for our market area to be followed during the year. Also, we are attempting to keep Oklahomans at home to vacation in the state.
OR	*Each year an advertising conversion study is done. We conducted an in-depth survey of respondents to four advertisements to determine effectiveness of the ads and the expenditures of those who visited.
PA	*Inquiries generated by toll-free telephone are evaluated by time and source of inquiries. It is matched to the media and broadcast schedule to determine patterns and trends. Additional statistical data on present vs. future travel habits and plans are developed as tracking information by the Bureau of Travel Development.
RI	*This staff member is part of the Communications Division. **We do not have a complete survey. Spot checks are made to evaluate advertising effectiveness.
SC	*All of our inquiries are computerized enabling us to tell which ad in which edition of each publication brought in inquiries. We also compare response for the same ads in different publications.

ADVERTISING (Continued)

State	13. Additional Comments
SD	*Our ad campaign is directed at both stimulating inquiries and creating image. We also added to our print media, and are making heavy use of television. **Inquiry counts, cost-per-inquiry, conversion ratios, cost per converted inquiry, and inquiry origins by state zip code are handled by computer.
TN	*The marketing department does a conversion study of our print ads. Major questions that are asked: did you come? when did you decide where you would go? What magazines do you read. We also did a Welcome Center Survey of guests. We asked 7,900 of our out-of-state visitors if they had seen one of our ads, TV spot, radio, etc. **We do not have a standard inquiry packet. We are considering having several standard request packets. Our mail response is up incredibly this year -- and we have not started our consumer advertising for the 1982 World's Fair. We have been using coupons in our ads, and soliciting mail response. We will be getting away from that. Many of our ads for next year will not have a response coupon.
TX HWYS	*See separate response of the Texas Tourist Development Agency.
TX TOUR	*Annual conversion studies, conducted in house, sample 8,000 of the previous year's respondents to determine the proportion actually visiting Texas in the subsequent twelve months, as well as their visitation patterns.
UT	*Spring, summer and fall advertising is the responsibility of one agency, Harris & Love. Our winter program deals heavily in matching funds from the private sector and is handled as a separate program by the Gardiner Advertising Agency. **Inquiries are surveyed on a periodic basis; spot checks are done through advertising conversion studies on magazines, audience surveys and focus groups for broadcast.
VT	*We conduct annual surveys and spot interviews to determine visitor profile and economic data.
VA	*Our travel advertising is also directed toward strengthening awareness of Virginia, which is important to our objective. **Inquiries are recorded for CPI studies and conversion ratio studies.
WV	Expanded TV coverage, also advertised in West Virginia. Our Spring Campaign was an offer of over \$500 discount coupons. These coupons were offers from private and State facilities.
WI	*The state will provide matching funds up to 50% for advertising or promotional campaigns to non-profit tourism organizations and tourism regional organizations. **Conducted 2 conversion study of 3 seasonal 1980 newspaper and magazine campaigns. Market area within 450 miles of Wisconsin was sampled by mail survey. ***442,418 (coupons-media) and 59,368 (mail-telephone).
WY	*Matching funds are for non-governmental, non-profit, tourist-related organizations. At least 20% of their private sector funding must originate from Wyoming representatives. **The total budget available for matching funds during Fiscal Year 1982 is \$100,000. ***Conversion studies are done periodically. ****75,000 (advertising response) and 86,000 (general inquiry).
GU	*Cooperative Marketing Policy has been developed to encourage off-season and other special groups to Guam and to provide monetary and other assistance to such endeavors. Proposals from organizations; i.e. Airlines, tour operators, travel agents, business firms and social organizations are welcomed but must meet the following criteria: 1. The project must be structured as a special promotion; annual or semi-annual general sale tour packages will not qualify. 2. The project must be aimed to produce at least 1,000 visitors for Guam. 3. The amount of financial contribution to the organizing group will not exceed \$5,000.00 for any one project. 4. Proposals must include budget information which specifically indicates how the GVB contribution would be expended. 5. Promotional materials mentioning the GVB in any way must be approved in writing by the Bureau prior to publication. 6. Participation must be approved by the GVB's Board of Directors which requires that proposals be submitted to the Bureau at least one month prior to commencement of project.
VI	*We measure coupon response to a mail house. **Starch report for present ad effective print Burke Tests for broadcast media. If we find one ad is not effective, we try to improve quality of shot and do more of what is good for better readability and memorability. ***We do a visitor exit study.

B U D G E T

State	1. Date Fiscal Year Begins	2. Total Budget for Fiscal Year 1980-81	Rank	3. Total Budget for Fiscal Year 1981-82	Rank	4. Is Entire Travel Office Budget Funded by State General Revenue?	5. Other Sources of Funding for State Travel Office	6. Percentage of Budget Derived from Other Sources	7. State Sales Tax Rates Applicable to Commercial Lodging
AL	October 1	\$2,402,873	20	\$2,585,420	19	No	Lodging Tax Receipts	80%	4% state general sales tax 4% state specific tax on lodging
AK	July 1	3,409,800	12	11,435,500	1	Yes	N/A	N/A	None
AZ	July 1	1,409,600	29	1,557,000	28	Yes	N/A	N/A	3% state specific tax on lodging
AR	July 1	2,042,632	20	2,203,864	20	Yes	N/A	N/A	3% state general sales tax
CA	July 1	501,543	46	511,302	46	Yes	N/A	N/A	None
CO	July 1	762,530	38	749,583	41	Yes	N/A	N/A	3% state general sales tax*
CT	July 1	456,500	48	447,122	48	Yes	N/A	N/A	7.5% state general sales tax 7.5% state specific tax on lodging
DE	July 1	222,690	52	450,701	47	Yes	N/A	N/A	6% state specific tax on lodging
DC									
FL	July 1	5,305,211	5	8,237,895	4	Yes	N/A	N/A	4% state general sales tax
GA	July 1	3,691,826 (FY81 Advertising Blitz)	8	3,300,776	16	Yes	N/A	N/A	3% state general sales tax 3% local optional tax on lodging*
HI	July 1	3,168,758	16	4,497,000	8	No	Membership \$1,042,000 Miscellaneous \$ 257,000	28.9%	4% state general sales tax
ID	July 1	385,000	49	810,000	38	No	2% Bed Tax	100%	3% state general sales tax 2% state specific tax on lodging
IL	July 1	3,907,000	7	3,679,400	12	No	Tourism Promotion Fund - 10% of Hotel and Motel tax receipts	100%	6% state general sales tax 5% state specific tax on lodging
IN	July 1	511,000	45	376,000	49	Yes	N/A	N/A	4% state general sales tax*
IA	July 1	342,538	51	339,142	50	Yes	N/A	N/A	3% state general sales tax 1-7% local option tax on lodging

BUDGET (Continued)

State	1. Date Fiscal Year Begins	2. Total Budget for Fiscal Year 1980-81 Rank	3. Total Budget for Fiscal Year 1981-82 Rank	4. Is Entire Travel Office Budget Funded by State General Revenue?	5. Other Sources of Funding for State Travel Office	6. Percentage of Budget Derived from Other Sources	7. State Sales Tax Rates Applicable to Commercial Lodging
KS	July 1	\$ 379,317 50	\$ 281,330* 52	Yes	N/A	N/A	3% state general sales tax 2% state specific tax on lodging
KY	July 1	4,965,600 6	3,623,316 13	Yes	N/A	N/A	5% state general sales tax 3% county specific tax on lodging
LA	July 1	3,286,672 14	3,115,225 (Estimate) 18	Yes	N/A	N/A	3% state general sales tax
ME	January 1	800,000 17	800,000 19	No	Private Membership Matching Fund Pledges and In-kind Donations.	25% 37.5%	5% state general sales tax
MD	July 1	1,872,489 22	1,679,688 24	Yes	N/A	N/A	5% state general sales tax*
MA	July 1	1,750,000 24	1,750,000 23	Yes	N/A	N/A	5% state general sales tax 5.7% state specific tax on lodging
MI	October 1	3,562,500 10	5,174,900 7	No	Federal Grant	2%	4% state general sales tax
MO	July 1	1,267,000 33	1,407,854 30	No	Federal Grants	4%	5% state general sales tax
MS	July 1	1,576,552 27	1,672,673 26	Yes	N/A	N/A	5% state general sales tax
MU	July 1	1,609,120 26	1,659,292 27	Yes	N/A	N/A	3% state general sales tax
MT	July 1	616,084 42	613,545 45	Yes	N/A	N/A	None
NE	July 1	1,085,407 35	921,960 37	No	Lodging Tax Receipts	65%	1% state specific tax on lodging
NV	July 1	*	*	Yes	N/A	N/A	6% state general sales tax
NH	July 1	856,837* (Excluding Overhead) 36	1,263,000 (Excluding Overhead) 32	Yes	N/A	N/A	6% state specific tax on lodging**
NJ	July 1	1,355,000 31	1,149,000 34	Yes	N/A	N/A	5% state general sales tax
NM	July 1	1,142,300 34	1,338,928 31	Yes	N/A	N/A	3.5% state general sales tax
NY	April 1	8,585,000 2	10,086,000 2	Yes	N/A	N/A	Various state general sales tax

BUDGET (Continued)

State	1. Date Fiscal Year Begins	2. Total Budget for Fiscal Year 1980-81	Rank	3. Total Budget for Fiscal Year 1981-82	Rank	4. Is Entire Travel Office Budget Funded by State General Revenue?	5. Other Sources of Funding for State Travel Office	6. Percentage of Budget Derived from Other Sources	7. State Sales Tax Rates Applicable to Commercial Lodging
NC	July 1	\$3,500,000	11	\$3,900,000	10	Yes	N/A	N/A	4% state general sales tax
ND	July 1	650,000	41	650,000	42	Yes	N/A	N/A	3% state general sales tax
OH	July 1	740,000	39	1,070,432 (Pending)	36	Yes	N/A	N/A	4% state general sales tax
OK	July 1	2,771,022	18	3,269,269	17	Yes	N/A	N/A	2% state general sales tax
OR	July 1	725,965*	40	801,533**	40	Yes	N/A	N/A	None***
PA	July 1	6,400,000	3	6,500,000	5	Yes	N/A	N/A	6% state general sales tax
RI	July 1	600,000	43	625,000	44	Yes	N/A	N/A	6% state general sales tax 6% state specific tax on lodging
SC	July 1	3,073,495	17	3,333,746	15	No	Excess of State Admission Taxes Over \$3,500,000	17%	4% state general sales tax
SD	July 1	1,498,782	28	1,368,542	31	No	Motor Fuel Tax Receipts	100%	5% state general sales tax, 1980 4% state general sales tax, 1981
TN	July 1	3,333,500	13	3,886,200	11	Yes*	*	N/A	4.5% state general sales tax
TX HWYS	September 1	2,052,299	9	2,275,558	9	No	As a division of the State Department of Highways & Public Transportation, budget is derived from the same sources that support the department, which are constitutionally committed highway-user revenues, plus some additional general revenues.	None	3% state specific tax on lodging
TX TOUR	September 1	1,550,034		1,715,704		Yes		N/A	3% state specific tax on lodging
UT	July 1	1,873,230		1,923,100		Yes		N/A	5% state general sales tax Up to 3% specific tax on lodging
VT	July 1	527,400	44	1,092,000	33	No	Receipts from special publications	4%	3% state general sales tax 5% state specific tax on lodging

BUDGET (Continued)

State	1. Date Fiscal Year Begins	2. Total Budget for Fiscal Year 1980-81	Rank	3. Total Budget for Fiscal Year 1981-82	Rank	4. Is Entire Travel Office Budget Funded by State General Revenue?	5. Other Sources of Funding for State Travel Office	6. Percentage of Budget Derived from Other Sources	7. State Sales Tax Rates Applicable to Commercial Lodging
VA	July 1	\$3,247,940	15	\$3,357,350	14	Yes	N/A	N/A	4% state general sales tax
WA	July 1	*		325,000	51	Yes	N/A	N/A	5% state general sales tax
WV	July 1	1,278,676	32	1,674,613	25	Yes	N/A	N/A	3% state general sales tax
WI	July 1	1,805,300	23	2,017,208	21	Yes	N/A	N/A	4% state general sales tax
WY	July 1	1,356,211	30	1,417,334	29	Yes	N/A	N/A	3% state general sales tax 1% county optional tax
GU	October 1	1,687,803	25	*		No	Membership Dues and In-kind Contributions	20%	4% state general sales tax 10% state specific tax on lodging
CM	January 1	464,000	47	632,000	43	No	Room Tax Beer Container Tax Membership Fees	75% 22% 3%	None
PR	July 1	10,025,979	1	9,482,318	3	Yes	N/A	N/A	None
VI	October 1	5,559,175	4	6,207,081	6	Yes	N/A	N/A	5% state specific tax on lodging

BUDGET (Continued)

8. Breakdown of 1980-81 Budget (By Dollar Amounts)												
State	Personal Services	Rent and Utilities	Other Administrative Costs	Advertising: Production/Media Purchase	Printing/Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction and/or Operation	Other	9. Advertising Breakdown by Medium and Dollars 1980-1981 (Percent In-State)
AL	\$ 825,119	\$141,612	\$150,000	Production: \$250,000 Media Purchase: 650,000	\$100,000	\$115,000	\$ 10,000	\$ 20,000	\$ 80,000	Construction: \$ 52,000 Operation: 9,142	Travel: Included in Promotion	Magazine: \$201,000 Newspaper: 68,708 Radio: 171,400 TV: 120,000 Outdoor: 88,892 (None)
AK	576,100	38,600	25,000						235,100		Travel: \$ 79,108	(None)
AZ	279,100	*	204,900 (includes all + items)	Production: 133,500 Media Purchase: 499,000	293,100	+	+	+	(100,000 Included in Advertising Budget)	N/A	Travel +	Magazine: 199,400 Newspaper: 10,000 TV: 225,000 Other Media: 64,600 (None)
AR	763,493 (includes all + items)	*	225,987	Production: 35,000 Media Purchase: 373,917	248,835	+	+	6,586	312,195	Operation: 40,062*	Travel: 36,557	Magazine: 213,133 Newspaper: 115,914 Radio: 33,653 TV: 11,217 (None)
CA	198,719	8,439	13,500	None	163,610	6,500	48,000	23,000	None	N/A	Travel: 39,775	N/A (None)
CO	122,150	N/A	35,380	Production: 97,000 Media Purchase: 228,000	206,000	57,500	5,000	None	None	N/A	Travel: 4,000 Multi-State Promotions: 7,500	Magazine: 130,000 Newspaper: 20,000 Radio: 78,000 TV: 8,000 (None)
CT	125,000	N/A*	N/A	Media Purchase: 70,000	130,000	1,500	120,000	N/A*	None	Operation: 5,000	Travel: 5,000	Unknown (Less than 10%)
DE	138,800	21,000	5,000	Media Purchase: 2,600	38,400	7,580	2,350	2,000	18,500	N/A	Travel: 5,150	Magazine: 1,650 Other Media: 1,250 (None)
FL	1,393,288	N/A	598,273	Media Purchase: 2,158,585	347,000	480,063		100,000			Contract: 284,464 Operating capital outlay: 23,538	Magazine: 540,000 Newspaper: 540,000 Radio: 178,585 TV: 900,000 (None)

BUDGET (Continued)

B. Breakdown of 1980-81 Budget (By Dollar Amounts)												
State	Personal Services	Rent and Utilities	Other Administrative Costs	Advertising: Production/Media Purchase	Printing/Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction and/or Operation	Other	9. Advertising Breakdown by Medium and Dollars 1980-1991 (Percent In-State)
GA	\$1,751,936	Included in Welcome Centers Operation		\$972,350	\$246,300	\$ 86,805	\$ 86,800	\$ 30,000	\$ 95,000 (Local Welcome Centers)	Operation: \$330,735	Travel: \$ 91,900	Magazine: \$ 328,000 Newspaper: 120,000 Radio: 126,000 TV: 155,000 Other Media: 243,350 (3%)
HI	1,321,900	217,400	184,486	Production: 10,000 Media Purchase: 482,958	259,300	397,714	50,600	141,400	None	N/A	Travel: 52,100 Meetings & Conventions: 44,100 Membership: 6,800	Magazine: 177,019 Radio: 305,919 (None)
ID	102,500	21,000	13,000	Production: 13,000 Media Purchase: 100,000	94,000	18,500	8,000	None	None	N/A	Travel: 35,000	Magazine: 50,000 Newspaper: 10,000 Radio: 40,000 (10%)
IL	495,000	Included in Other Administrative costs	511,000	Production: 175,000 Media Purchase: 675,000	584,150	91,250	667,500	71,000	427,000	Operation: 82,100	Travel: 48,000 Administrative Contracts/Regions: 80,000	Magazine: 305,000 Newspaper: 44,000 TV: 326,000 33%
IN	235,000	N/A	40,000	69,000	69,000			10,000	75,000 ***	Construction: 65,000	Travel: 23,000	Unknown (25-30%)
IA	159,459	7,975	31,500	Production: 7,000 Media Purchase: 33,500	27,304	13,700	9,000	None	31,500	Operation: 9,500	Travel: 12,100	Magazine: 33,500 (None)
KS	45,771	11,840		Production: 5,000	140,050				50,000 **	Operation: 42,655	Travel: 15,035 Professional fees, freight, supplies, repairs: 68,966	Magazine & Newspaper: 5,000 (None)
KY	1,465,700	89,000	672,900	Production: 400,000 Media Purchase: 1,000,000	400,000	115,000	75,000	218,300	359,700	Construction: 15,000 Operation: 30,000	Travel: 125,000	Magazine: 300,000 Radio: 300,000 TV: 300,000 Other Media: 100,000 (45%)

BUDGET (Continued)

B. Breakdown of 1980-81 Budget (By Dollar Amounts)												
State	Personal Services	Rent and Utilities	Other Administrative Costs	Advertising: Production/Media Purchase	Printing/Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction and/or Operation	Other	9. Advertising Breakdown by Medium and Dollars 1980-1981 (Percent In-State)
LA	\$1,004,086	\$ 46,016	\$ 20,189	\$ 600,000	\$386,198	\$339,500	\$ 30,000	None	\$200,000	Operation: \$231,295	Travel: \$ 58,388 Special non-recurrent projects: 311,000	Magazine: \$ 327,144 Newspaper: 2,708 TV: 12,650 Other Media: 317,498 (None)
ME	152,000	4,500	76,000	Production: 8,000 Media Purchase: 165,000	45,000	15,000	10,000	\$ 2,500	280,000	Operation: 35,000	Travel: 7,000	Magazine: 40,000 Newspaper: 20,000 Radio and TV: 100,000 (30%)
MD	246,384	N/A	27,593	Production: 107,284 Media Purchase: 374,492	164,000	Included in Travel		None	250,000	Operation: 325,300	Travel: 59,300 Other: 367,490	Newspaper: 107,462 Radio: 267,030 (10%)
MA	N/A	N/A										
MI	822,200	N/A	50,600	Production: 150,000 Media Purchase: 1,062,600	335,000	76,000	16,000	24,500	907,200	N/A	Travel: 51,900 Business Development: 1,500 Federal Grant: 65,000	Magazine: 301,100 Newspaper: 190,200 Radio: 567,000 Outdoor: 4,100 (3%)
MN	162,000	18,000	117,000	Production: 95,000 Media Purchase: 342,000	140,000	65,000	25,000	18,000	270,000	N/A	Travel: 15,000	Magazine: 100,000 Newspaper: 177,000 Radio: 65,000 (35%)
MS	523,284	N/A	151,549	Production: 90,000 Media Purchase: 200,000	150,000	15,000	10,000	10,000	175,000	Operation: 205,000	Travel: 56,719	Magazine: 95,000 Radio: 15,000 TV: 65,000 Outdoor: 15,000 Other Media: 10,000 (25%)
MO	372,024	N/A	119,110	Production: 39,423 Media Purchase: 458,500	265,800	Included in Travel	Included in Travel	27,500		Construction: 830,000* Operation: 52,000	Travel: 46,000 Other: 228,763 **	Magazine: 191,500 Newspaper: 116,000 Radio: 151,000 (25%)

BUDGET (Continued)

8. Breakdown of 1980-81 Budget (By Dollar Amounts)												
State	Personal Services	Rent and Utilities	Other Administrative Costs	Advertising: Production/Media Purchase	Printing/Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction and/or Operation	Other	9. Advertising Breakdown by Medium and Dollars 1980-1981 (Percent In-State)
MT	\$ 134,830	N/A	\$ 45,760	Production: \$ 36,874 Media Purchase: 208,953	\$125,000	\$ 10,000	\$ 35,000	None	None	N/A	Travel: \$ 19,667	Magazine: \$ 190,000 Newspaper: 10,000 Radio: 8,953 (None)
NE	200,000	N/A	81,525	Production: 85,000 Media Purchase: 300,000	131,382	85,000		\$ 20,000	\$ 70,000		Travel: 21,000 Other: 91,500	Magazine: 250,000 Newspaper: 40,000 Radio: 10,000 (25%)
NV				Production: 10,000 Media Purchase: 30,000	48,256						Travel: 7,750 Operating expenses: 2,500	Magazine: 30,000 (None)
NH	129,802	N/A***	N/A***	200,000	127,000	17,000	37,500	None	163,003	N/A****	Travel: 5,238 Branch Offices, Regional: 83,120 Associations, Film Commission: 25,674 All other Promotion Projects: 68,500	Magazine: 46,448 Newspaper: 54,273 TV: 52,540 Other Media: 46,739 (None)
NJ	336,310	8,200	39,128	Production: 90,000 Media Purchase: 565,594	297,768	8,000	Included in Media Purchase	None	None	Operation: Included in Personal Services	Travel: 10,000	Magazine and Newspaper: 138,963 Radio and TV: 370,200 Other Media: 16,855 Trade: 39,576 (36%)
NM	340,700	9,200	252,400	Production: 18,000 Media Purchase: 182,000	200,300	Included in other administrative costs	Included in other administrative costs	12,000	100,000	Operation: Included in other administrative costs	Travel: 27,500	Magazine: 142,000 Newspaper: 15,700 Radio: 42,300 (None)
NY												
NC	367,976	30,753	49,478	Production: 84,000 Media Purchase: 1,400,000	651,531	84,611	20,000	43,454	132,664	Operation: 589,328	Travel: 27,700	Magazine: 800,000 Newspaper: 500,000 Other Media: 100,000 (None)

BUDGET (Continued)

8. Breakdown of 1980-81 Budget (By Dollar Amounts)												
State	Personal Services	Rent and Utilities	Other Administrative Costs	Advertising: Production/ Media Purchase	Printing/ Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction and/or Operation	Other	9. Advertising Breakdown by Medium and Dollars 1980-1981 (Percent In-State)
ND	\$ 122,000	\$ 5,000	\$ 32,000	Production: \$ 20,000 Media Purchase: 150,000	\$150,000	\$ 50,000	\$ 5,000	\$ 8,000	\$ 30,000	\$ 35,000	Travel: \$ 13,000 Horizon Magazine: 30,000	Magazine: \$ 113,000 Newspaper: 8,000 Radio: 12,000 TV: 12,000 Outdoor: 5,000 (None)
OH	300,000	102,000	65,000	Production: 15,000 Media Purchase: 90,000	145,000	12,000	2,000		None	Operation: 1,000	Travel: 8,000	Magazine: 8,000 Newspaper: 82,000 (65%)
OK	811,928	70,000	349,196	Production: 94,033 Media Purchase: 225,967	230,000	40,000	10,000	12,900	347,000	Operation: 115,851	Travel: 53,000 75th Anniversary: 25,000 Film Industry: 66,797 Special Events: 319,350	Magazine: 137,151 Newspaper: 88,816 (55%)
OR	124,429	11,500	44,236	Production: 39,750 Media Purchase: 173,250	206,000	4,000	12,000	9,500		96,800 (Separate budget)	Travel: 4,500	Magazine: 147,265 Newspaper: 8,500 Radio: 8,075 Outdoor: 2,385 Other Media: 7,025 (None)
PA	730,000	13,150	266,850	Production: 420,000 Media Purchase: 1,600,000	57,000	8,000	25,000	20,000	3,200,000	Operation: 40,000	Travel: 20,000	Magazine: 157,500 Newspaper: 50,000 Radio: 480,100 TV: 892,400 Other Media: 20,000 (48%)
RI	N/A*	N/A*	N/A*	Media Purchase: 110,000	100,000	1,000	500	N/A*	3,000	Construction: N/A* Operation: 6,000	Travel: N/A*	Magazine: 75,000 Newspaper: 13,000 Other Media: 22,000 (None)
SC	1,104,269	4,000	174,283	Production: 40,000 Media Purchase: 626,741	330,000	50,000	10,000	8,000	331,391	Construction: 45,975 Operation: 105,618	Travel: 58,218 Canadian promotion: 85,000 European promotion: 100,000	Magazine: 350,000 Newspaper: 26,741 TV: 250,000 (None)

BUDGET (Continued)

8. Breakdown of 1980-81 Budget (By Dollar Amounts)												9. Advertising Breakdown by Medium and Dollars 1980-1981 (Percent In-State)
State	Personal Services	Rent and Utilities	Other Administrative Costs	Advertising: Production/Media Purchase	Printing/Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction and/or Operation	Other	
SD	\$ 291,006	\$ 24,801	\$ 53,450	Production: \$ 50,000 Media Purchase: 481,446	\$371,541	\$ 33,303	\$ 50,150	\$ 16,755	None	Operation: \$ 98,678	Travel: \$ 27,652	Magazine: \$ 277,414 Newspaper: 28,347 Radio: 5,799 TV: 167,572 Other Media: 2,314 (3%)
TN	1,590,900	128,700	67,300	585,100	269,400	50,000 (Travel & Trade Shows Only)	Included in Advertising	10,450	\$135,000	Operation: 99,700	Travel: 199,100 General Expenses: 134,050 Grants: 63,800	Magazine: 182,882 Newspaper: 122,981 Radio: 12,000 TV: 15,372 Outdoor: 26,460 Other Media: including production 234,405 (Small percentage***)
TX HWYS	N/A**	N/A*	N/A*	N/A*	492,512	N/A*	N/A*	N/A*	None	Operation: 1,142,302	Other: 417,485	N/A* (N/A*)
TX TOUR	237,132	N/A	38,402	Production: 138,550 Media Purchase: 853,100 Research/Contingency: 72,100	N/A	75,950	55,000	27,500	N/A	N/A	Travel: 47,500 Membership: 4,800	Magazine: 399,372 Newspaper: 42,128 TV: 411,600 (38*)
JT	295,748	N/A	144,726	Production: 42,500 Media Purchase: 820,766	161,147	9,482	31,998	50,000	144,000	Operation: 139,576	Travel: 33,287	Magazine: 251,327 Radio: 137,826 TV: 220,656 Outdoor: 161,916 Other Media: 91,541 (None)
VT	197,100	21,600	23,200	Production: 6,000 Media Purchase: 100,000	161,000	6,000	N/A	1,000	150,000*	Operation: **	Travel: 11,500	Magazine: 56,000 Newspaper: 38,000 Radio: 6,000 (1%)
VA	820,350 (Includes all + items)	+	+	Production: 161,588 Media Purchase: 1,195,729	323,366		35,817	65,000		Operation: 646,100	Travel: +	Magazine: 555,112 Newspaper: 314,700 Radio: 15,000 TV: 300,615 Other Media: 10,302 (None)

BUDGET (Continued)

B. Breakdown of 1980-81 Budget (By Dollar Amounts)												
State	Personal Services	Rent and Utilities	Other Administrative Costs	Advertising: Production/Media Purchase	Printing/Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction and/or Operation	Other	9. Advertising Breakdown by Medium and Dollars 1980-1981 (Percent In-State)
WA	*	*	*	*	*	*	*	*	*	*	*	(*)
WV	\$ 385,308	\$ 21,060	\$ 44,735	Media Purchase: \$306,693	\$137,780	\$ 10,000	\$ 29,000	\$ 15,000	\$192,400	Operation: Included in Travel	Travel: \$ 33,200 Other: 103,500*	Magazine: \$ 45,000 Newspaper: 65,000 Radio: 75,000 TV: 121,693 (10%)
WI	318,300	100,700	221,400	Production: 35,000 Media Purchase: 240,600	132,000	19,000 (Travel Shows only)	4,000	25,000	273,000	Operation: 320,500*	Travel: 40,300 Federal Funds: 71,500 Gifts & Grants: 3,000 Equipment: 1,000	
WY	249,356	33,990	35,259	Production: 31,000 Media Purchase: 339,044	394,108	101,563 **	Included in Promotion	3,500	100,000	Operation: Included in Rent and Utilities	Travel: 68,390*	Magazine: 276,019 Newspaper: 5,680 TV: 25,799 Other Media: 31,546 (None)
CM	114,140	N/A	12,000	Media Purchase: 95,000	26,100	38,800	70,000	None	None		Travel: 52,610 Other: 55,350*	Magazine: 95,000 (None)
GU	223,289	26,059	535,100	502,000	50,000	147,000	16,000	14,400	40,000	Operation: 5,555	Travel: 16,000 Membership: 29,713 Education Programs/Development: 72,630	**
PR	3,432,006	712,525	1,229,772	Production: 720,000 Media Purchase: 2,280,000	390,964	594,710	56,334	69,127	None	Operation: 213,665	Travel: 326,876	Magazine: 720,948 Newspaper: 103,832 Radio: 400,000 TV: 1,055,220 (20%)

BUDGET (Continued)

8. Breakdown of 1980-81 Budget (By Dollar Amounts)												9. Advertising Breakdown by Medium and Dollars 1980-1981 (Percent In-State)
State	Personal Services	Rent and Utilities	Other Administrative Costs	Advertising: Production/Media Purchase	Printing/Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction and/or Operation	Other	
VI	\$ 856,800	\$198,524	\$ 154,351	Production: \$825,000 Media Purchase: 2,700,000	\$310,000	\$ 60,000	\$ 15,000	\$ 50,000	None	N/A	Travel: \$ 83,500 Organizations: 180,000 56,000 Wholesale Tour Bonus: 250,000	Magazine: \$1,950,000 Newspaper: 180,000 Radio: 50,000 TV: 480,000 Other Media: 40,000 (None)

BUDGET (Continued)

10. Breakdown of 1981-82 Budget (By Dollar Amounts)												
State	Personal Services	Rent and Utilities	Other Administrative Costs	Advertising: Production/ Media Purchase	Printing/ Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction and/or Operation	Other	11. Advertising Breakdown by Medium and Dollars 1981-1982 (Percent In-State)
FL	\$1,694,642	N/A	\$ 901,473	Production: \$250,000 Media Purchase: 3,100,000	\$655,150	\$756,200		\$300,000			Contracts: \$292,148 Operating Capital: 47,980	Magazine: \$1,235,000 Newspaper: 106,000 Radio: 107,000 TV: 1,625,000 Other Media: 240,302 (None)
GA	1,963,696	(Included in Welcome Centers Operation)		422,350	228,400	92,335	\$ 79,215	15,000	\$ 95,000 (Grant for Local Welcome Centers)	Operation: \$307,950	Travel: 96,830	Magazine: 422,350 (3%)
HI	1,469,600	240,500	203,200	Production: 125,000 Media Purchase: 1,377,000.	320,300	405,450	56,100	150,800	None	N/A	Travel: 84,300 Meetings & Conventions: 51,950 Memberships: 12,800	Magazine: 30,969 TV: 1,052,400 Other Media: 293,631 (None)
ID	125,000	25,000	30,000	Production: 25,000 Media Purchase: 300,000	225,000	10,000	17,000	20,000	None	N/A	Travel: 20,000 Film Promotion: 13,000	Magazine: 200,000 Newspaper: 40,000 Radio: 60,000 (10%)
IL	484,600	132,000	343,100	850,000	585,500	100,000	478,000	103,000	427,000	Operation: 117,500	Travel: 58,700	* (10%)
IN	140,000 **			110,000**	110,000**				100,000 ***		Travel: 16,000**	**** (60%)
IA	161,292	10,079	31,771	Production: 3,500	53,000	10,500	9,500	1,500	31,500	Operation: 11,000	Travel: 15,500	N/A (None)
KS	50,338	16,528		Media Purchase: 5,000	118,840					Operation: 21,167 (Salaries)	Travel: 19,793	Newspaper: 5,000 (None)
KY	577,600	75,000	572,936	Production: 100,000 Media Purchase: 875,000	300,000	115,000	75,000	80,000	360,000	Operation: 30,000	Travel: 125,000 Other: 337,780**	Magazine: 250,000 Radio: 250,000 TV: 250,000 Other Media: 125,000 (50%)

BUDGET (Continued)

10. Breakdown of 1981-82 Budget (By Dollar Amounts)												
State	Personal Services	Rent and Utilities	Other Administrative Costs	Advertising: Production/ Media Purchase	Printing/ Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction and/or Operation	Other	11. Advertising Breakdown by Medium and Dollars 1981-1982 (Percent In-State)
LA	\$1,117,501	\$ 47,867	\$ 22,330	Production: \$ 75,000 Media Purchase: 639,780	\$363,139	\$315,500	\$ 30,000	None	\$200,000	Operation: \$233,775	Travel: \$ 70,333	Magazine: \$ 500,000 Outdoor: 100,000 Other Media: 39,780 (7%)
ME	152,000	4,500	76,000	Production: 8,000 Media Purchase: 165,000	45,000	15,000	10,000	\$ 2,500	280,000	Operation: 35,000	Travel: 7,000	(30%)
MD	258,963	N/A	34,157	Production: 78,400 Media Purchase: 408,661	183,680	21,000	Included in Printing	18,000	200,000	Construction: 90,000 Operation: 279,417**	Travel: 44,090 Other: 243,340	Magazine: 43,000 Newspaper: 165,000 TV: 200,000 (10%)
MA		N/A	N/A							N/A		
MI	958,300	N/A	55,000	Production: 230,000 Media Purchase: 2,000,000	565,000	80,000	30,000	39,400	1,250,000	N/A	Travel: 59,200 Business Development: 8,000	* (1%)
MN	315,049	36,635	150,972	Production: 34,000 Media Purchase: 250,000	190,000	26,198	10,000	10,000	305,000	N/A	Travel: 10,000 Package Tours: 78,000	Magazine: 100,000 Newspaper: 80,000 Radio: 60,000 (35%)
MS	576,686	60,000	57,810	Production: 45,000 Media Purchase: 197,000	150,000	20,000	15,000	10,000	175,000	Operation: 300,000	Travel: 66,177	Magazine: 35,000 Radio: 10,000 TV: 60,000 Outdoor: 17,000 Other Media: 35,000 (30%)
MO	443,989	N/A	143,803	490,000	290,000	Included in Travel	Included in Travel	27,500	None	Operation: 52,000	Travel: 46,000 Other: 168,000**	Unknown (Unknown)

BUDGET (Continued)

10. Breakdown of 1981-82 Budget (By Dollar Amounts)												
State	Personal Services	Rent and Utilities	Other Administrative Costs	Advertising: Production/ Media Purchase	Printing/ Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction and/or Operation	Other	11. Advertising Breakdown by Medium and Dollars 1981-1982 (Percent In-State)
MT	\$ 150,137	N/A	\$ 29,720	Production: \$ 38,958 Media Purchase: 221,830	\$115,500	\$ 7,000	\$ 28,000	None	None	None	Travel: \$ 22,400	Magazine: \$ 200,000 Newspaper: 10,000 Radio: 6,000 Outdoor: 5,830 (None)
NE	209,430	N/A	25,000	Production: 77,730 Media Purchase: 373,940	50,000	25,000	15,000	\$ 2,000	\$ 70,000 (Community Assistance Programs)	Operation: \$ 10,000	Travel: 25,000 Contractual: 38,860 Service: 38,860	Magazine: 225,500 Newspaper: 45,660 Radio: 90,000 Outdoor: 8,100 Other Media: 4,600 (1%)
NV				Production: 10,000 Media Purchase: 30,000	48,256			None	None	None	Travel: 7,750 Operating Expenses: 2,500	(None)
NH	85,000 (Estimate)	***	***	Production: 50,000 Media Purchase: 350,000	244,000	25,000	38,000	None	340,000	****	Travel: 5,200 Film Commission: 35,800 Other: 82,000	Magazine: 90,000 Newspaper: 110,000 TV: 150,000 (None)
NJ	140,256	6,500	117,144	580,000*	277,100	17,000	Included in Advertising			Included in Salaries	Travel: 11,000	** (36%)
NM	383,219	10,348	284,132 (Includes all items)	Production: 28,000 Media Purchase: 272,000	225,297	+	+	5,000	100,000	Operation: +	Travel: 30,932	Magazine: 213,000 Newspaper: 23,550 Radio: 63,450 (None)
NY												
NC	367,976	30,753	44,363	Production: 84,000 Media Purchase: 1,400,000	611,531	74,611	20,000	43,454	132,664	Operation: 600,000	Travel: 27,000 World Fair '82: 414,000	Magazine: 800,000 Newspaper: 500,000 Other Media: 100,000 (None)

BUDGET (Continued)

10. Breakdown of 1981-82 Budget (By Dollar Amounts)												
State	Personal Services	Rent and Utilities	Other Administrative Costs	Advertising: Production/ Media Purchase	Printing/ Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction and/or Operation	Other	11. Advertising Breakdown by Medium and Dollars 1981-1982 (Percent In-State)
ND	\$ 165,000	\$ 12,000	\$ 36,000	Production: \$ 25,000 Media Purchase: 160,000	\$ 95,000	\$ 25,000	\$ 5,000	\$ 5,000	\$ 45,000	Operation: \$ 10,000	Travel: \$ 15,000 Horizon Magazine Subsidy: 40,000 Dues & Membership: 12,000	Magazine: \$ 108,000 Newspaper: 30,000 Radio: 16,000 (None)
OR						PENDING						
OK	1,248,268	66,768	336,481	Production: 138,000 Media Purchase: 412,000	264,000	48,000	20,000	13,295	355,000	Construction: 87,104 75th Anniversary: 75,000 Operation: 80,353 World's Fair: 25,000 100,000	Travel: 87,104 75th Anniversary: 75,000 TV: 183,000 Outdoor: 25,000 Other Media: 130,000*	Magazine: 130,000 Newspaper: 74,000 TV: 183,000 Outdoor: 25,000 Other Media: 130,000* (20%)
OR	141,695	33,057	36,229	Production: 76,500 Media Purchase: 273,500 ****	136,552	3,500	2,750	5,750	None	96,097 (Separate budget)	Travel: 8,000	Magazine: 235,000 Newspaper: 5,000 Radio: 10,000 TV: 20,000 Other Media: 3,500 **** (None)
PA	773,000	24,000	240,000	Production: 400,000 Media Purchase: 1,600,000	25,000	10,000	20,000	28,000	3,300,000	Operation: 42,000	Travel: 30,000	Magazine: 157,500 Newspaper: 50,000 Radio: 400,000 TV: 892,000 Other Media: 20,000 (48%)
RI	N/A*	N/A*	N/A*	80,000	100,000	750	500	N/A*	3,000	Construction: 55,000 Operation: 6,000	N/A*	Magazine: 55,000 Newspaper: 16,000 Other Media: 10,000 (None)
SC	1,082,998	4,000	158,600	Production: 43,930 Media Purchase: 714,000	340,000	50,000	10,000	12,000	570,000	Operation: 110,000	Travel: 58,218 Canadian Promotion: 85,000 England & European Promotion: 85,000	Magazine: 375,000 Newspaper: 14,000 TV: 125,000 (None)

BUDGET (CONT) BURAI

10. Breakdown of 1981-82 Budget (By Dollar Amounts)

State	Personal Services	Rent and Utilities	Other Administrative Costs	Advertising: Production/Media Purchase	Printing/Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Malcome Center Construction and/or Operation	Other	11. Advertising Breakdown by Medium and Dollars 1981-1982 (Percent In-State)
SD	\$ 264,367	\$ 19,482	\$ 51,009	Production: \$ 35,000 Media Purchase: 516,674	\$252,193	\$ 36,750	\$ 47,150	None	None	Operation: \$ 99,826	Travel: \$ 42,000 Other: 3,000	Magazine: \$ 258,793 Newspaper: 29,947 Radio: 15,116 TV: 169,203 Other Media: 43,615 (38)
IN	1,590,900	132,500	67,300	Production: 584,550	241,000	50,000 (Trade & Travel shows only)	Included in Advertising and Promotion	\$ 10,450	\$135,000	Construction: 200,000 Operation: 98,500	Travel: 208,500 Other: 153,800 Grants: 428,800	Unknown (None)
TX HWYS	N/A**	N/A*	N/A*	N/A*	798,859	N/A*	N/A*	N/A*	None	Operation: 1,476,699	Travel: N/A*	N/A* (N/A*)
TX FOUR	271,620	N/A	42,257	Production: 100,000 Media Purchase: 663,750	400,000	100,693**	Included in Promotion**	Included in Promotion**	N/A	N/A	Travel: 51,384	Magazine: 600,000 Newspaper: 61,750 (38*)
UT	335,865	N/A	122,970	Production: 44,500 Media Purchase: 821,500	183,515	13,550	25,300	50,000	135,000	Operation: 166,100	Travel: 25,000	Magazine: 285,299 Radio: 139,125 TV: 221,336 Outdoor: 183,676 Other Media: 36,564 (None)
V	273,900	33,100	68,000	Production: 40,000 Media Purchase: 335,000	227,000	92,000	7,000	1,000	250,000*	Operation: **	Travel: 15,000	Magazine: 117,000 Newspaper: 77,000 Radio: 16,000 TV: 125,000 (16)
VA	*	*	*	1,428,250	*	*	*	*	*	*	1,953,750	*
WA	*	*	*	*	*	*	*	*	*	*	*	(None)
WV	413,420	21,060	159,791	Media Purchase: 506,693	144,669	29,000	10,000	15,000	211,640	Operation: (in total budget)	Travel: 39,840 Contractual: 183,560	Magazine: 75,000 Newspaper: 85,000 Radio: 135,000 TV: 211,693 (156)

BUDGET INFORMATION

10. Breakdown of 1981-82 Budget (By Dollar Amounts)

State	Personal Services	Rent and Utilities	Other Administrative Costs	Advertising: Production/Media Purchase	Printing/Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction and/or Operation	Other	11. Advertising Breakdown by Medium and Dollars 1981-1982 (Percent In-State)
WI	\$ 398,900	\$154,500	\$ 217,600	Production: \$ 45,000 Media Purchase: 355,000	\$132,000	\$ 40,600	\$ 5,000	\$ 30,000	\$105,000	Operation: \$400,800	Travel: \$ 35,300 Other: 98,500**	N/A (Unknown)
WY	272,262	33,997	30,869	Production: 31,000 Media Purchase: 339,045	449,536	89,714 **	Included in Promotion	2,500	100,000	Operation: Included in Rent and Utilities	Travel: 68,391*	Magazine: \$ 250,000 Newspaper: 25,000 Radio: 25,000 Other Media: 39,045 (None)
GU	*	*	*	*	*	*	*	*	*	*	*	
CM	166,736	N/A	10,000	Media Purchase: 110,000	35,000	73,854	92,000	None	None	None	Travel: 50,660 Equipment, Maintenance and Community projects: 87,750	Magazine: 110,000 (None)
PR	3,344,790	539,136	1,481,921	Production: 720,000 Media Purchase: 2,280,000	420,718	85,000	51,846	45,671		Operation: 220,236	Travel: 293,000	Magazine: 720,000 Newspapers: 103,832 Radio: 400,000 TV: 1,055,220 (20%)
VI	997,862	214,855	259,364	Production: 825,000 Media Purchase: 2,950,000	275,000	100,000	25,000	50,000	None	N/A	Travel: 95,000 Wholesale Tour Buses: 275,000 Organizations: 85,000	Magazine: 2,100,000 Newspaper: 210,000 Radio: 50,000 TV: 540,000 Other Media: 50,000 (None)

BUDGET (Cont.)

State	Promotion Budget Allocations 1981-82			15. Number of Shows Participating in 1981-82	Foreign Advertising Allocation		
	12. Development of Package Tours	13. Solicitation of Conventions	14. Participation in Travel Shows		16. 1981-82 Allocation	17. By Medium and Dollars	18. By Nation and Dollars
AL	N/A	N/A	\$ 75,000	14	\$ 50,000	N/A	N/A
AK							
AZ	N/A	None	N/A	N/A	95,000	Magazines: 50,000 Radio: 15,000 Trade: 30,000	Canada: 24,000 Mexico: 46,000 United Kingdom: 26,000
AR	7,700	12,700	40,311	8	None	N/A	N/A
CA	3,000	None	None	3	None	N/A	N/A
CO	***	None	None	None	None	N/A	N/A
CT	35,000	None	2,000	3	5,000	N/A	N/A
DE	3,000	None	8,930	5	None	N/A	N/A
DC							
FL	42,660	150,000	170,640	45	403,000	Magazines: 315,000 Newspaper: 88,000	Canada: 97,000 Latin America: 75,000 United Kingdom: 48,000 Germany: 32,000 France: 33,000 All other countries: 118,000
GA	10,000	6,600	10,000	10	30,000	Magazines: 30,000	Canada: 30,000
HI	None	51,950	2,000	2*	30,969	Magazine: 30,969	Canada: 13,719 United Kingdom: 15,400 All other Countries: 1,850
ID	5,000	2,000	2,000	3	None	N/A	N/A
IL	20,000	None	7,500**	4**	*	*	*
IN	7,000	None	None	None	None	N/A	N/A
IA	3,500	None	5,000	5	None	N/A	N/A
KS	***	***	10,000 (Approximately)	10	None	N/A	N/A
KY	60,000	10,000	45,000	10	None	N/A	N/A
LA	6,000	* None	15,000	8-9	30,000	Magazines: 30,000	Canada: 10,000 Mexico: 16,000 United Kingdom: 10,000
ME	None	15,000	10,000	8	None	N/A	N/A
MD	3,000	None	10,000	15	6,000	Newspapers: 6,000	Canada: 4,000 United Kingdom: 2,000
MA							

BUDGET (Continued)

State	Promotion Budget Allocations 1981-82			15. Number of Shows Participating in, 1981-82	Foreign Advertising Allocation		
	12. Development of Package Tours	13. Solicitation of Conventions	14. Participation in Travel Shows		16. 1981-82 Allocation	17. By Medium and Dollars	18. By Nation and Dollars
MI	\$ 10,000	None	\$ 8,000	4	None	N/A	N/A
MN	*	\$ 5,000	None	None	None	N/A	N/A
MS	10,000	None	10,000	6	None	N/A	N/A
MO	4,000	None	Unknown	Unknown	None	N/A	N/A
MT	25,792	None	4,000	2	20,000	Magazines: \$ 6,000 Radio: 2,000 Newspapers: 2,000 Billboards: 10,000	Canada: \$ 20,000
NE	20,000	10,000	12,000	4	None	N/A	N/A
NV	None	None	None	None	None	N/A	N/A
NH	10,000	None	25,000	12	10,000	Magazines: 5,000 Newspapers: 5,000	Canada: 10,000
NJ	15,000	5,000	17,000	6	5,000	Magazines: **	Canada: 5,000
NM	23,400	Included in other administrative costs	9,360	6	18,135	Magazines: 13,135 Newspapers: 5,000	Mexico: 5,850 United Kingdom: 2,925 Germany: 2,925 France: 2,925 Japan: 3,510
NY				20			
NC	50,000	25,000	400,000	3	15,000	Newspapers: 15,000	Canada: 15,000
ND	6,000	7,000	7,000	4	None	N/A	N/A
OH				Pending		Pending	
OK	5,000 (Estimate)	18,000 (Estimate)	25,000 (Estimate)	8	4,000	Magazines: 2,000 Newspapers: 2,000	Canada: 2,000 United Kingdom: 2,000
OR	2,000***	None	500****	11****	10,000***	Magazines: 10,000****	****
PA	25,000	10,000	10,000	13	None	N/A	N/A
RI	250**	250**	250	1-2	4,000	Magazines: 4,000	Canada: 4,000
SC	10,000	None	35,000	17	71,000	Newspapers: 20,000 TV: 25,000 Foreign Trade Publications: 26,000	Canada: 45,000 United Kingdom: 7,800 Germany: 16,900 All other countries: 1,300 (Benelux Countries)
SD	31,496	2,000	18,000	12	None	N/A	N/A
TN	32,000 (Approximately)	**	45,000	9	**	**	**
TX	None*	None*	None*	None*	None*	N/A*	N/A*
HWYS							

BUDGET (Continued)

State	Promotion Budget Allocations 1981-82			15. Number of Shows Participating in, 1981-82	Foreign Advertising Allocation		
	12. Development of Package Tours	13. Solicitation of Conventions	14. Participation in Travel Shows		16. 1981-82 Allocation	17. By Medium and Dollars	18. By Nation and Dollars
TX	***	***	***	***	***	***	***
TOUR							
UT	20,000	None	5,000	9	None	N/A	N/A
VT	3,000	None	3,000	2	16,000	Magazines: 9,000 Newspapers: 7,000	Canada: 16,000
VA	16,000	None	None	None**	None**	N/A	N/A
WA	*	*	*	*	*	*	*
WV	42,000	4,000	35,000	10	None	N/A	N/A
WI	5-8,000	None	8-10,000	4	None	N/A	N/A
WY	10,000	5,000	6,000	6	None	N/A	N/A
GU	*	*	*	*	*	*	*
CM	None	None	None	None	110,000	Magazines: 110,000	Japan: 100,000 All other countries: 10,000
FR	85,000	20,000	125,000	4	525,000	Magazines: 150,000 Radio: 94,500 Newspapers: 38,000 TV: 241,500	Canada: 75,000 Mexico: 125,000 United Kingdom: 125,000 Germany: 125,000 All other countries: 75,000
VI	250,000	30,000	40,000	20	385,000	Magazines: 111,650 Radio: 46,200 Newspapers: 92,400 Promotions: 53,900 Brochures: 80,850	Canada: 60,000 Mexico: 25,000 United Kingdom: 75,000 Germany: 100,000 France: 50,000 All other countries: 75,000

BUDGET (Continue 4)

State	Foreign Promotion		Foreign Press and Public Relations		23. Additional Comments
	19. 1981-82 Allocation	20. By Nation and by Dollars	21. 1981-82 Allocation	22. By Nation and by Dollars	
AL	\$ 70,000*	Canada: \$ 50,000 United Kingdom: 20,000	\$ 70,000*	United Kingdom: \$ 70,000	*These two amounts are under our advertising budget figures.
AK					
AZ	*	N/A	*	N/A	*No separate budget.
AR	None	N/A	None	N/A	*Maintenance and operation only.
CA	None	N/A	None	N/A	
CO	None	N/A	None	N/A	*Local jurisdiction can impose a special tax. **Agency overhead. ***Information unavailable at this time. Due to reductions in staffing and appropriation, Colorado has been forced to reduce activity and cease many special promotions which were part of the program in past years. With a 7% spending limitation on the State's budget and an unfavorable attitude by the legislature toward promotion, the Colorado program continues to lag.
CT	3,000	N/A	1,000	N/A	*This is part of the agency's overhead cost.
DE					
DC					
FL	427,000	Canada: 212,000* Latin America: 87,000 United Kingdom: 272,000* Germany: 26,000 France: 17,000 Japan: 8,000 All other countries: 192,000	28,440	Canada: 7,900 Latin America: 4,740 United Kingdom: 6,320 Germany: 4,740 France: 1,680 All other countries: 3,160	*Includes new office.
GA	8,000		Included in Promotion Budget	N/A	*This is not recorded to the state revenue department.
HI	42,500	Japan: 42,500	None	N/A	*Over and above the two travel shows in which our Bureau is programmed to participate, the HVR produces three travel trade seminar promotions a year in major metro markets, which range in length from one to two weeks each and cover fifteen to twenty-five cities. The major metro promotions are co-op funded with the HVR contributing about \$25,000. Regional offices produce a approximately fifty seminars annually in secondary market cities on a co-op basis with the HVR contributing about \$5,000.

BUDGET (Continue 4)

State	Foreign Promotion		Foreign Press and Public Relations		23. Additional Comments
	19. 1981-82 Allocation	20. By Nation and by Dollars	21. 1981-82 Allocation	22. By Nation and by Dollars	
ID	None	N/A	None	N/A	
IL	*	*	*	*	*Information unavailable at this time. **This represents four consumer shows only. Does not include trade shows/market places.
IN	None	N/A	None	N/A	*Innkeeper tax is at county discretion. **Our budget is not allotted as your questionnaire reflects. Therefore, dollar amounts are approximates only. ***Not included in budget. ****Information unavailable at this time.
IA	None	N/A	None	N/A	Received a 4.6% budget reduction for FY 81-82.
KS	None	N/A	None	N/A	*Outback due to less staffing at information centers. **Special funding and Tourism projects. ***Information unavailable at this time, but expected to be minimal.
KY	None***	N/A***	None***	N/A***	*Individual counties levy and collect transient room tax to be used for tourism promotion. **Represents funds transfer for eliminated activities. ***There will be some foreign promotion spent in Canada. This is included in item 12, 13, and 14, and should be similar the amount spent last year.
LA	70,000	Canada: 15,000 Mexico: 15,000 United Kingdom: 20,000 Germany: 5,000 France: 5,000 All other countries: 10,000	30,000	Canada: 5,000 Mexico: 5,000 United Kingdom: 10,000 All other countries: 2,000	
ME	None	N/A	None	N/A	
MD	None	N/A	None	N/A	*Lodging tax depends on local jurisdiction. **This includes \$180,020 carry over from 1980-81, which is not included in allocated budget and will be used for operation of Welcome Centers.

BUDGET (Continued)

State	Foreign Promotion		Foreign Press and Public Relations		23. Additional Comments
	19. 1981-82 Allocation	20. By Nation and by Dollars	21. 1981-82 Allocation	22. By Nation and by Dollars	
MA					
MI	10,000	Unknown	None	N/A	*Media allocation for 1981-82 has not yet been determined. **Separate budget.
MN	8,000	Canada: 2,000 United Kingdom: 6,000	4,000	Canada: 2,000 United Kingdom: 2,000	*Separate budget.
MS	None	N/A	None	N/A	
MO	None	N/A	None	N/A	*Not included in operating budget. **Withheld by Governor due to fiscal crisis.
MT	None	N/A	None	N/A	
NE	None	N/A	None	N/A	
NV	None	N/A	None	N/A	*Unable to determine budget allocation for the different divisions in the department.
NH	None	N/A	None	N/A	*Due to state fiscal problems, we were not allowed to spend all of our appropriations. **Going to 7% this fall. ***This is not out of our budget. ****Welcome Centers are the responsibility of New Hampshire's Highway Department.
NJ	4,500	Canada: 4,500	500	Canada: 500	*Includes publications for package tour development and conventions. **This data will not be available until March, 1982.
NM	Included in other administrative costs	N/A	Included in other administrative costs	N/A	
NY					
NC	None	N/A	None	N/A	
ND					
OH	Pending		Pending		

BUDGET (Continued)

State	Foreign Promotion		Foreign Press and Public Relations		23. Additional Comments
	19. 1981-82 Allocation	20. By Nation and by Dollars	21. 1981-82 Allocation	22. By Nation and by Dollars	
OK	\$ 50,000 (Estimate)	Canada: \$ 1,000 United Kingdom 1,000	\$ 2,000	N/A	*Trade agreements not purchased and not included in advertising budget total. Our budget contains funds for operations of the Division of Marketing Services; traveler and visitor centers publishing the Oklahoma Today Magazine; advertising events and programs for state facilities, attractions and private industry (travel related); coordinating the promotional funds and programs of multicounty and lake associations; cooperating with Governor's Film Industry Task Force on solicitation of film and television producers to Oklahoma; and publishing and distributing brochures and other literature on Oklahoma resorts, attractions and facilities.
OR	None	****	750****	****	*Includes \$96,800 for Border Information Centers, which have separate budget. **Includes \$84,000 for Border Information Center which have a separate budget. ***Many cities and counties levy transient lodging taxes up to 6%. ****These figures are only estimates. A new advertising agency is soon to be selected, which will recommend special advertising programs.
PA	5,000	Canada: 5,000	None	N/A	While this bureau has no specific foreign marketing budget the Department of Commerce has established offices in the listed countries. Travel promotion is a function of those offices and therefore funded directly through the department's several international bureaus.
RI	4,000	N/A	250	N/A	*The breakdown of this budget is distributed among all divisions of the Department of Commerce and is not known since the Department does not keep its books by Division. **The amount we can spend in support of state or local programs.

BUDGET (Continue 4)

State	Foreign Promotion		Foreign Press and Public Relations		23. Additional Comments
	19. 1981-82 Allocation	20. By Nation and by Dollars	21. 1981-82 Allocation	22. By Nation and by Dollars	
SC	\$180,000	Canada: \$ 85,000 United Kingdom: 28,500 Germany: 61,750 All other countries: 4,750	\$ 46,000	Canada: \$ 20,000 United Kingdom 7,800 Germany: 16,900 All other countries: 1,300	We maintain an extensive European operation with many of the current advertising and promotion projects overlapping.
SD	None	N/A	None	N/A	
TN	**	**	**	**	*The Hotel and Restaurant Inspection Division is self supporting from fees collected, \$806,900 for the year. **Information unavailable at this time. ***All of our radio and television runs Public Service.
TX HWYS	None*	*	None*	*	*See separate response of Texas Tourist Development Agency. **Budget categories of the Travel and Information Division Texas Department of Highways and Public Transportation, can be only partly equated with these breakdowns.
TX TOUR	***	***	***	***	*Locally, we may not buy predominately in-state media. Percentage indicated reflects Texas circulation bought in publications offering regional breakouts of their national circulation. **Breakout of these items have not yet been determined. ***TTDA budget for FY 1982 is unresolved at this point due to the agency having to create its own fulfillment material for the first time. The State Department of Highways, which had historically handled the fulfillment role for us can no longer do so because of its own budget constraints.

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State	Foreign Promotion		Foreign Press and Public Relations		23. Additional Comments
	19. 1981-82 Allocation	20. By Nation and by Dollars	21. 1981-82 Allocation	22. By Nation and by Dollars	
UT	\$ 35,000*	N/A	None	N/A	*Most of our international marketing program is conducted through the Foremost West (4-state region) and totals \$20,000.
VT	66,000	Canada: \$ 64,000 United Kingdom: 2,000	N/A	N/A	*Not included as a budget line item. **Included in overall budget.
VA	None	N/A	None	N/A	*The 1981-82 budget breakdowns are not available. **The Virginia Travel Council, a statewide trade association, is the travel show exhibitor for Virginia's travel industry. They use an exhibit provided by Virginia State Travel Service.
WA	*	*	*	*	*Information is not available at this time. **Revising budget due to state budget cuts.
WV	None	N/A	None	N/A	*Contractual, direct mail and professional service.
WI	2,000		None	N/A	*Salaries and fringe benefits only. **Includes photo library - \$19,000; film location - \$3,000; federal grants - \$11,500; other gifts and grants \$3,000; capital equipment \$1,000.
WY	15,000	United Kingdom: 3,000 Germany: 3,000 France: 3,000 Japan: 3,000 All other countries 3,000	15,000	United Kingdom: 3,000 Germany: 3,000 France: 3,000 Japan: 3,000 All other countries 3,000	*All travel (for both staff and guests) is included in the travel budget. Purposes include: administration, travel shows, familiarization tours, travel writer tours, etc. **Does not include any travel expenses.
GU	*	*	*	*	*1981-82 budget and allocation is unavailable at this time. **Concentration of purchases of advertising media is in magazines.

BUDGET (Continued)

State	Foreign Promotion		Foreign Press and Public Relations		23. Additional Comments
	19. 1981-82 Allocation	20. By Nation and by Dollars	21. 1981-82 Allocation	22. By Nation and by Dollars	
CM	\$ 73,854	Japan: \$ 73,854	\$ 15,000	Japan: \$ 11,000 All other countries: 2,000	*Includes fixed assets, tourist sites, maintenance costs and community projects. Japan being our major market and the closest country with high population density, we are emphasizing our promotions there. Eventually, we would be exploring other market areas.
PR	328,921	Canada: 104,559 Mexico: 15,000 Germany: 117,362 All other countries: 92,000	**	**	*Figures on foreign promotion do not include U.S.A. **Amounts not available.
VI	None	N/A	None	N/A	We do not have a budget for foreign promotions and foreign press. These activities are handled by our Canadian and European representatives who incorporate these activities into their advertising program.

GENERAL PROMOTION

State	1. Current Travel Promotion Theme or Slogan	2. Cities Out-of-State in Which Information Centers are Located	3. Foreign Cities or Countries in Which Travel Office is Represented	4. Cities in Which Information Centers, Other Than Highway Welcome Centers are Located	5. Official Name of Periodic State Travel Conference	6. When Was It/ Will It Be Held in 1981?
AL	Alabama The Beautiful	None	None	Birmingham Montgomery Mobile	Annual Alabama Conference on Tourism	May 11-13
AK	Alaska: Where have you been all my life?	None	Tokyo, Japan Bremen, West Germany*	None	Alaska Visitors Association Annual Conference**	October
AZ	Arizona...On It All	None	None	None	Governor's Symposium on Tourism	January 29
AR	Arkansas... is a natural	None	Brussels, Belgium (Industrial Only)*	Little Rock	Governor's Conference on Tourism	March 24-26
CA	Currently being developed	None	None	None	Western Tourism Conference*	December
CO	None	None	None	None	Governor's Tourism Conference	February
CT	Better Yet Connecticut	New England Vacation Center* New York City	Frankfurt, Germany	Windsor Locks	Governor's Conference on Connecticut Tourism	Unknown
DE	In The First Place...The First State	None	None	None	Governor's Conference on Tourism & Recreation	Fall
DC						
FL	Florida: When You Need It Bad, We've Got It Good	None	Canada Latin America Europe	Tallahassee	Florida Governor's Conference on Tourism	September 15-17
GA	Georgia: This Way To Fun	None	Brussels, Belgium Tokyo, Japan Toronto, Canada	Atlanta	Georgia Conference on Tourism*	Late October
HI	The Hawaiian Islands: Where The World Wants To Be	Regional Offices: New York Chicago San Francisco Los Angeles Convention Office: Washington, D.C.	Tokyo, Japan	None	None	N/A
ID	Idaho, the Great Get Away	None	None	None	State Tourism Conference	Spring 1982
IL	"Magnificent Miles of Illinois" "Chicago...My Kind of Town"	None	Brussels Sao Paulo Hong Kong *	Chicago	Travel Industry Legislative Promotion	Unknown
IN	"Wander Indiana"	None	None	None	11. Governors Conference on Tourism	February - March 1982
IA	Try Iowa	None	Frankfurt, West Germany	None	Governor's Conference on Tourism	April 15-16
KS	Kansas...Land of Ah's	None	None	Liberal Pa. Scott	Governor's Conference on Tourism	October 4-6

GENERAL PROMOTION (Continued)

State	1. Current Travel Promotion Theme or Slogan	2. Cities Out-of-State in Which Information Centers are Located	3. Foreign Cities or Countries in Which Travel Office is Represented	4. Cities in Which Information Centers, Other Than Highway Welcome Centers are Located	5. Official Name of Periodic State Travel Conference	6. When Was It/Will It Be Held in 1981?
KY	Oh! Kentucky... You'll Come to Love It!	None	Brussels, Belgium	Frankfort	Spring Travel Conference Fall Travel Conference	April 14-15 October 20-21
LA	Louisiana, A Dream State	None	None	New Orleans Baton Rouge Bastrop	Governor's Conference on Tourism	April 23-24
ME	Maine Invites You	New York City	None	None	Governor's Advisory Conference on Tourism	January 1982
MD	"Ooh, the State I'm in! Maryland	None	Brussels, Belgium	None	Governor's Tourism Conference	November
MA	Make It Massachusetts	New England Vacation Center - New York City	None	Boston	None	N/A
MI	Call on a neighbor - Call on a friend	Chicago	Brussels, Belgium Tokyo, Japan	None	Governor's Ambassador Awards Travel Program	May 20
MN	Minnesota: Lakes, And A Whole Lot More	None	None	St. Paul	Governor's Conference on Tourism	December
MS	It's Yours in Mississippi	None	None	Natchez Columbus Greenville	None	N/A
MO	Missouri is for Kids Just Like You	None	Dusseldorf, Germany Singapore	None*	Missouri Tourism Conference	November 15-17
MT	Montana - Last of the Big Time Splendors	None	None	None	Governor's Conference on Travel	March 3-10*
NE	Nebraska...Discover the Difference	None	Frankfurt, Germany*	None	Annual Governor's Travel Industry Conference	February 4-5, 1982
NV	"You've Been Making Fun of Us For Years"	None	None	None	None	N/A
NH	We're Better Natured	New England Vacation Center - New York City	Montreal, Canada	Concord	New Hampshire Travel Council Annual Conference	August 5
NJ	New Jersey's Got It	*	Montreal, Canada	Over 100 Chambers of Commerce, etc.	Governor's Conference on Tourism	None
ND	Where the South-west Began, Land of Enchantment	None	None	None	Governor's Conference on Tourism & Travel	April
NY	I Love New York	None	London, England Tokyo, Japan	Albany Manhattan	None	
NC	Variety Vacation-land	None	None	None	Governor's Conference on Travel & Tourism	April 13-14
ND	North Dakota: Historically a Good Route	None	Old West Regional Commission Office Frankfurt, West Germany	None	Discover North Dakota Travel Conference	Unknown

GENERAL PROMOTION (Continued)

State	1. Current Travel Promotion Theme or Slogan	2. Cities Out-of-State in Which Information Centers are Located	3. Foreign Cities or Countries in Which Travel Office is Represented	4. Cities in Which Information Centers, Other Than Highway Welcome Centers are Located	5. Official Name of Periodic State Travel Conference	6. When Was It/Will It Be Held (in 1987)
OH	Ohio's For You	None	None	None	Ohio Travel Council Conference	October 21-23
OK	On to Oklahoma	None	None	Altus Broken Bow McAlester Muskogee Anadarko Watonga	Governor's Tourism and Recreation Industry Conference	February 16, 1982
OR	Ore-on: One Big Surprise After Another	None	None	None	Oregon Travel Conference	Unknown
PA	You've Got A Friend In Pennsylvania	None	United Kingdom Germany France Mexico Japan	Harrisburg and in 59 Tourist Promotion Agencies.	Co-sponsor Spring & Fall Workshops for Travel Pennsylvania Association	October 19-21
RJ	Biggest Little State in the Union	New England Vacation Center - New York City	None	Warwick Hopkinton	None	N/A
SC	Come See S.C.	None	Frankfurt, W. Germany Brussels, Belgium	Columbia	South Carolina Governor's Conference on Travel	February 27-March 1
SD	Imagine Your Vacation in South Dakota	None	None*	Rapid City Keystone Watertown	Autom. Tourism Conference	October 8-9
TN	Let's Go Tennesseing (In-state) Follow Me To Tennessee (Out-of-state)	None	London, England*	None	None	N/A
TX BUTS	Texas -- Come Live The Legend	None	None	Austin	Texas Travel Counselors Conference	April 13-16
TX TOUR	Texas -- Come Live The Legend	None	None	None	Texas Conference on Tourist Development	September 24-25
VT	More Vacation Per Gallon	None	None	None	First Annual Governor's Conference on Tourism	April, 1982
VT	Vermont, A Special World	New York City	Montreal, Canada	Thru subsidy to 30 Community Centers	None	N/A
VA	Virginia Is For Lovers	New York City Washington, D.C.	None	Richmond New York Washington, D.C.	None	N/A
WA	None	None	None	None	Washington Travel Industry Conference	
WV	Mild, Wonderful West Virginia	None	None	None	Governor's Conference on Tourism	April
WI	Escape To Wisconsin	Chicago	None	Madison	None	N/A
WY	Big Wyoming - Picture Perfect Wyoming Is What America Was Wyoming...A Natural Pleasure	None	None	None	Wyoming Tourism Conference	May 12-11

GENERAL PROMOTION (Continued)

State	1. Current Travel Promotion Theme or Slogan	2. Cities Out-of-State in Which Information Centers are Located	3. Foreign Cities or Countries in Which Travel Office is Represented	4. Cities in Which Information Centers, Other Than Highway Welcome Centers are Located	5. Official Name of Periodic State Travel Conference	6. When Was It? Will It Be Held in 1967?
GU	Guam, U.S.A...just Look At Us Now	Tumon Resort Area	Tokyo, Japan	None	None	N/A
OR	The Western Pacific's Exciting New Star	None	Tokyo, Japan	None	None	N/A
PR	It Takes A Great Island To Deliver A Great Vacation	New York Los Angeles Chicago Miami	Canada Germany Spain Mexico Venezuela	Isle Verde International Airport San Juan Bay (For Cruise Ship Only)	None	N/A
VI	Beyond The Blue Horizon	San Juan New York Miami Washington, D.C. Chicago Los Angeles San Francisco Seattle Denver	Toronto, Canada London, England Frankfurt, Germany Copenhagen, Denmark	Charlotte Amalie Christiansted Frederiksted	None	N/A

GENERAL PROMOTION (Continued)

State	7. Toll-Free Telephone Number for Travel Information Inquiries	8. Additional Comments
AL	In-state: 1-800-392-8096 Out-of-state: 1-800-633-5761 1-800-633-5763	
AK	None	*We have a representation contract. **Sponsored by the private sector trade Association of the Alaska Visitor Industry.
AZ	None	
AR	In-state: 800-482-8999 Out-of-state: 800-643-8383	*This is operated by the Arkansas Department of Economic Development. Our primary goal is the placement of foreign manufacturing concerns in Arkansas. It also deals with agricultural product sales and occasionally with tourism promotion.
CA	None	*We endorse the Western Tourism Conference, sponsored by the California Association of Convention and Visitor Bureaus.
CO	Out-of-state: 800-525-3083* 800-525-3084*	*Only for travel agents.
CT	In-state: 800-842-7492 Out-of-state: 800-243-1685	*We share the New England Vacation Center with the other New England states. Promotion efforts also include a tourism film, a state-wide slide show, the Developing of Regional Tourism Councils, a Welcome Center at Bradley International Airport, joint New England promotion under auspices of New England Governor's Conference, joint New England - Eastern Canadian provinces promotion, and a continuing effort to attract movie and television program production.
DE	In-state: 800-282-8667 Out-of-state: 800-441-8846	
DC	None	
FL	Out-of-state: 800-874-8660	
GA	None	*We participate in, but do not sponsor Georgia Conference on Tourism.
HI	None	
ID	Out-of-state: 800-635-7820	
IL	In-state: 800-252-8987 Out-of-state: 800-637-8560**	*These offices are primarily used for international trade; tourism involvement is limited. **Regional: Indiana, Iowa, Kentucky, Michigan, Minnesota, Missouri, Ohio, Tennessee, Wisconsin
IN	In-state: 1-800-622-4464*	*The intention is to expand to surrounding states in an year and then country-wide.
IA	In-state: 1-800-532-1596 extension 3100 or 3679	
KS	None	

GENERAL PROMOTION (Continued)

State	7. Toll-Free Telephone Number for Travel Information Inquiries	8. Additional Comments
KY	In-state: 800-372-2961 Out-of-state: 800-626-8000	
LA	Out-of-state: 800-535-8388	
ME	None	
MD	In-state: 800-492-7126 Out-of-state: 800-638-5252	
MA	In-state: Out-of-state: 1-800-343-9072*	*Includes: Maine, New Hampshire, Vermont, Rhode Island, Connecticut, New York, Pennsylvania, New Jersey, District of Columbia, Delaware, West Virginia and Virginia.
MI	In-state: 1-800-292-2520 Out-of-state: 1-800-248-5700	Out-of-state WATS can be used by residents of Connecticut, District of Columbia, Delaware, Illinois, Iowa, Maryland, Massachusetts, Minnesota, New Hampshire, New Jersey, New York, North Carolina, Ohio, Pennsylvania, Rhode Island, South Dakota, Tennessee, Vermont, Virginia, West Virginia and Wisconsin.
MN	In-state: 800-652-9747 Out-of-state: 800-328-1461	
MS	In-state: 800-962-2346 Out-of-state: 800-647-2290	
MO	In-state: 800-392-0711 Out-of-state: 800-325-0733** (in 11 states surrounding Missouri)	*We cooperate with private sector in Fantastic Caverns, Springfield. **A person can leave an address to receive our packets, and we also ask how they learned the number and capture that information on computer for our ad agency.
MT	Out-of-state: 800-548-3390	*There will be a tri-state travel conference including Montana, Wyoming and Idaho, May 17-18, 1982, in Yellowstone, Montana.
NE	In-state: 800-228-4307 Out-of-state: 800-742-7595	*We are represented through the Old West Regional Commission (OWRC) office.
NH	Out-of-state: 800-258-3608 (For Maine, Vermont, Connecticut, Massachusetts, Rhode Island, New York and New Jersey only)*	*This telephone, as well as a 24-hour taped toll number (603-224-2525), is currently used to give events of the week in New Hampshire. In autumn, it gives status of the foliage statewide and in winter, ski conditions are given -- all on 24-hour tape. In the event of a gas crisis, we go live part of the time and give gas availability for New Hampshire.
NJ	In-state: 800-662-3004** Out-of-state: 800-526-2306**	*We supply literature to Philadelphia, New York and Washington. **Only operates during June and July.
NM	Out-of-state: 800-545-2040* 800-545-9876**	*For general information only. **Only for specific information for travel agents and tour operators.
NY	In-state: 800-342-3810	
NC	None	

GENERAL PROMOTION (Continued)

State	7. Toll-Free Telephone Number for Travel Information Inquiries	8. Additional Comments
ND	In-state: 1-800-472-2100 Out-of-state: 1-800-437-2077	
OH	In-state: 1-800-BUCKEYE Out-of-state: 1-800-282-1085	
OK	In-state: 800-522-8565 Out-of-state: 800-654-8246 (In Arkansas, Colorado, Kansas, Missouri, New Mexico and Texas, except 512)	*Each of these centers received state funds and are maintained through local Chambers of Commerce. This division provides public relations and publicity for all divisions of the Department, especially parks, resorts, planning and development through media contacts, advertising, Oklahoma Today magazine, newsletter, speakers bureau, ten traveler information centers, visitor information centers, and a travel information center for literature distribution. We also assist the Department in the solicitation of film and television producers for locating productions in Oklahoma. We also work with the Governor's Office on the "Keep Oklahoma Beautiful" program and "Friendship Force". We will assist in the 75th Anniversary Celebration of Oklahoma in 1981-82. Oklahoma will have an exhibit at the 1982 Worlds Fair in Knoxville, Tennessee, May-October 1982.
OR	Out-of-state: 1-800-547-7842	
PA	800-323-1717	
RI	Out-of-state: 800-556-2434 (Maine through Virginia, except Rhode Island)	WATS line has proven to be an effective promotional segment; if rates go up as has been contemplated, this expense may have to be abolished.
SC	None*	*A toll-free number is used for an out-of-state television advertising campaign during the spring.
SD	Out-of-state: 800-843-1930	*The Old West Trail States were represented in Germany until September, 1981.
TN	None**	*We do not have an office. The department has a London Travel professional that represents Tennessee in Europe. **We do have a "Vacation Planning Specialist" who has a line that receives all the travel information calls. Our specialist has traveled the entire state and knows every attraction and facility in Tennessee; making it more easy to fill in with each travelers vacation needs.
TX	None	
TX HWYS	None	
TX TOUR	None	
UT	Out-of-state: 1-900-976-3720*	*Ski information.
VT	None	
VA	None*	*In operation periodically in conjunction with certain advertising schedules.
WA	None	
WV	Out-of-state: 800-624-9110	
WI	In-state: 800-362-9566 Out-of-state: 800-356-9508*	*Out of State number covers Minnesota, Michigan, Northern Illinois and Iowa.

GENERAL PROMOTION (Continued)

State	7. Toll-Free Telephone Number for Travel Information Inquiries	8. Additional Comments
NY	Out-of-state: 800-443-2784*	*This toll-free telephone number is for the use of travel writers, travel agents, media, tour brokers, AAA, Airlines and other travel professionals. It is not for the general public.
GU	None	
CM	None	
PR	Out-of-state: 800-223-6530 or 6531	
VI	None	

PRESS AND PUBLIC RELATIONS

State	1. Name of Public Relations or Press Information Officer	2. In What Organization Is That Person Located?	3. Is Majority of Publicity Directed Out-of-State?	4. Name of Published Newsletter	5. Frequency Newsletter Published	6. Is It Circulated to the Public?	7. Number of Press or Travel Writers Tours Conducted in 1980	8. How Many Are Planned for 1981?
AL	Robert S. Hardy Editorial Director	Travel office	Yes	Alabama Travelgram	Monthly	Yes	5	20
AK	Diana Murphy Information Officer	Travel office	Yes	Travel Market Trends	Monthly	Yes	12	16
AZ	Mary E. Wery Director Public Relations	Office of Tourism	Yes*	None	N/A	N/A	20	30
AR	Mary Dee Terry Editorial Director	Travel office	Yes	None	N/A	N/A	5	4-5
CA	Sharon Smith-Hansgen Communications Manager	Travel office	No	News From California	No set schedule	No (Industry only)	None	None
CO	Greg Chancellor Publicity Director	Travel office	Yes	None	N/A	N/A	None	None
CT	Anthony A. Davenport Director of Communications	Other division: Communications	Yes	None	N/A	N/A	12	15
DE	Henry E. Szatkowski Public Information Officer	Travel office	Yes	Travel News-letter	4 times a year	Yes	12	10*
DC								
FL	Gary L. Smith Chief Bureau of Tourism Publicity	Travel office	Yes	Sunliner	Monthly	Yes	8	10
GA	Hanna Ledford Assistant Director	Travel office	Yes	None	N/A	N/A	23	24
HI	V. G. "Jerry" Panzo Director Information Services	Travel office	Yes	President's Newsletter	Monthly	Yes	6	5
ID	Karl Wolfe	Travel office	Yes	N/A	Quarterly	Yes		
IL	Laura Black Marketing Manager	Travel office	(50/50)	None	N/A	N/A	2	4
IN	Elaine Ervin Promotion Manager	Tourism Division	No	Tourism News-letter	Monthly	No	None	3
IA	John Arends Director	Other division: Public Information	No	Iowa Regional Travel News-letter	Quarterly	No	None	1-3
KS	None	N/A	No	Kansas... Land of Ah's	Every other month	No	None	None
KY	Rusty Chevront, Jr. Supervisor Public Relations Section	Travel Development	No	None	N/A	N/A	12	15
LA	N/A	N/A	Yes	Louisiana/Camera Ready	Quarterly	No	2	5

PRESS AND PUBLIC RELATIONS (Continued)

State	1. Name of Public Relations or Press Information Officer	2. In What Organization Is That Person Located?	3. Is Majority of Publicity Directed Out-of-State?	4. Name of Published Newsletter	5. Frequency Newsletter Published	6. Is It Circulated to the Public?	7. Number of Press or Travel Writers Tours Conducted in 1986	8. How Many Are Planned for 1987?
ME	N/A			N/A	None	N/A	10-15	Unknown
MD	Frank Kelly Information Officer	Travel Office	No	Maryland Travel Scene	Monthly	Yes	50	60
MA	N/A	N/A	Yes	None	N/A	N/A	3	3
MI	Sue Callaway Assistant Director Marketing/Promotion	Travel office	No	None	N/A	N/A	22	20
MIN	Ginger Sisco Travel and Tourism Representative	Travel office	No	Tourism News	Monthly	No	1	2
MS	Ginger Ditto Media Relations Coordinator	Travel office	Yes	Travel News	Monthly	Yes		
MO	Steve Kappler Public Information Manager	Travel office	No	Missouri Is For Kids Just Like You	Monthly	Yes	2	4*
MT	Norma Tirrell Publications and Public Relations	Travel office	Yes	None*	N/A	N/A	3	6
NE	Don Atwater Public Information Director	Other division: Public Information Office	No	Nebraska Now	Monthly	Yes		
NV	Jim Joelson Public Information Officer	Other division: Department of Economic Development	No	Nevada Annual Events	Bi-monthly	Mailing list only	None	10
NH	James Driscoll Assistant Director for Public Relations	Travel office	Yes	None	N/A	N/A	1	1
NJ	Susan Zambito Director Public Information	Other division: Department of Labor & Industry	No	New Jersey's Got It: Destinations	Quarterly	Yes (Limited)	None	None
NM	Mike Fitel Information Specialist 3	Travel office	Yes	Travelore	Quarterly	Travel Industry only	None	None
NY	Bern Rotman Director Bureau of State Information	Other division: Bureau of State Information	50/50	Tourismemo	Monthly	Yes		23
NC	Glenn Mays Travel Editor	Travel office	Yes	North Carolina Travel Report	4 per year	Yes	3	3
ND	Sheila Kreller Public Information Specialist	Travel office	Yes	North Dakota Travel News	Bi-monthly	Yes	3	3-5
OH	Stu Bernstein Public Information Officer	Travel office	No	Ohio Monthly Update	Monthly	Yes	None	1
OK	Ron Acree Director	Travel office	No	Oklahoma Tourism News	Quarterly	Yes	2	3

PRESS AND PUBLIC RELATIONS (Continued)

State	1. Name of Public Relations or Press Information Officer	2. In What Organization Is That Person Located?	3. Is Majority of Publicity Directed Out-of-State?	4. Name of Published Newsletter	5. Frequency Newsletter Published	6. Is It Circulated to the Public?	7. Number of Press or Travel Writers Tours Conducted in 1980	8. How Many Are Planned for 1981?
OR	Frank Howard Assistant Director	Travel office	Yes	Oregon Travel News	Monthly	Yes (Travel Industry and Media)	6	6
PA	Sally Moore Chief Publicity & Public Re- lations	Travel office	Yes	Penn Points	Monthly	Yes	3	5
RI	David DePetrillo Director Communications Division	Other division: Communications Division	Yes	None	N/A	N/A	3	3
SC	Cherie Had Manager of National News & Infor- mation	Travel office	Yes	No	N/A	N/A	15	20
SD	Mark A. Young Assistant State Travel Director	Travel office	Yes	South Dakota Traveler	Bi-Monthly	No	6*	8**
TN	Don Wick Assistant Director Marketing	Travel office	No	Traveler*	Monthly	Yes (To press & the state travel industry)		
TX HWYS	Richard W. Pierce Editor Tourist Literature	Travel office	No	Texas Travel Log	Monthly	Yes	None*	None*
TX TOUR	Elmer C. Whiddon, Jr. Chief of Media Relations	Travel office	No	Newsletter	Monthly	Yes	6	6
UT	Alicia Bremer Media Director	Travel office	Yes	Utah Traveler	Quarterly	Yes	5	5
VT	J. Gregory Gerdel Information Officer	Travel office	Yes	No	N/A	N/A	2	2
VA	Duties shared by administrative staff members	Travel office	Yes	Travelog	Monthly	Yes	24	30
WA	William Taylor Director	Travel office	Yes	None	N/A	N/A	2	Same
WV	Mary Cobb Manager Public Information	Other division: Advertising/ Communications	Yes	None	None	None	2	Unknown
WI	Gary Knowles	Bureau of Com- munication Services	No	Wisconsin De- velopment Travel Talk	Quarterly Monthly	Yes Yes		1
WY	Ernest C. Over Chief News and Infor- mation	Travel office	Yes (Feature stor- ies out-of- state and con- duct many press releases in- state)	Travelog	Monthly	No	11	13
GU	Carol Ibanez Diaz	Travel office	No	Hafa Adai	Monthly	Yes	150	2**

PRESS AND PUBLIC RELATIONS (Continued)

State	1. Name of Public Relations or Press Information Officer	2. In What Organization Is That Person Located?	3. Is Majority of Publicity Directed Out-of-State?	4. Name of Published Newsletter	5. Frequency Newsletter Published	6. Is It Circulated to the Public?	7. Number of Press or Travel Writers Tours Conducted in 1985	8. How Many Are Planned for 1987?
CM	None	N/A	Yes	Marianas Visitors Bureau Newsletter	Quarterly	No	21	26
PR	Nestor Carbonell Director	Other division: Public Relations	Yes	None	N/A	N/A	125	150
VI	Cathy Cogswell Director Public Relations	Other division: Department of Commerce	No	None	N/A	No	30	40

PRESS AND PUBLIC RELATIONS (Continued)

State	9. Additional Comments
AL	Most of the bureau's advertising efforts are targeted out-of-state. The bureau's editorial division, however, works closely with all media and with travel-related business and associations, both in-state and out side Alabama.
AZ	*Last year, it was about 50-50. This year, however, there will be more of a push towards national publicity.
AR	Annual promotion tours or "blitzes" are held by the Department of Parks and Tourism in conjunction with the Arkansas Tourism Development Foundation. These are either bus or plane trips to a city considered key in the Arkansas travel market. In 1980, Houston, Texas, was selected as the blitz city and, in 1981, Tulsa and Oklahoma City were targeted. A reception and/or dinner for media people, travel agents, tour brokers and community leaders is a main feature along with personal calls on many of these people.
CT	Acceptance of Connecticut stories by the nation's media has been extremely good. Stories have generated wide interest in Connecticut as a new alternate vacation destination. A press campaign has enabled Connecticut to publicize itself year 'round across the U.S., as opposed to the limitation of a small advertising program.
DE	*We bring in travel writers individually for the most part. Only one four group in 1980-81. None are scheduled for 1981-82.
MO	*Planned for Fiscal Year 1981-82.
MT	*Issuing regular feature stories with photographs to selected news papers and magazines.
NH	Rather than formalized FAM trips (except for international writers) we try to meet the needs of individuals or groups setting schedules and timing to meet their individual needs.
NY	We also retain Public Relations firms in New York and London.
OK	We cooperate with the Governor and Lt. Governor's Office for photography and public relations needs. We also work closely with the Transportation Department, Turnpike Authority, Oklahoma Wildlife Conservation Department and Economic Development Department on public relations and informational services.
RI	In 1980, the department initiated a press release program for local travel promotion; we also arranged free highway signs to promote a MPPG (More Fun Per Gallon) program and backed this with an offer of a "R.I. Fun Kit", and a bumper sticker. The program continued into FY 1981. The department also did in-house production of video tape cassettes for distribution to travel agencies and other groups. They have been distributed from Switzerland to Singapore.
SD	*Plus G.W.A.A. Conference. **Plus committee on the great outdoors and Uniroyal sports writers.
TN	*We published another newsletter: "Answers" - to Welcome Center personnel. The department releases this to industry people only to keep them updated on what the department is doing, travel trends, etc.
TX HWYS	*See separate response of the Texas Tourist Development Agency.
GU	*The number arranged at this time.

RESEARCH

State	1. Staff Member Responsible for Travel Research	2. Is This His/Her Full-time Responsibility?	Other Travel Research Activity			
			3. College/University Faculty Member (Cont.)	4. Employee in Another State Government Agency	5. Research Group Employed in Past 12 Months	6. Cost of Research
AL	Robert S. Hardy Editorial Director	No	Dr. James W. Adams Department of Marketing & Transportation Auburn University (N/A)	None	None	N/A
AR	John Farhan Marketing Coordinator	No	None (N/A)	None	GMA Research Corporation Bellevue, WA	\$20,000
AZ	Abe Baum Director of Marketing Services	No	Dr. Ted Rogers Professor Arizona State University (\$30,000)	None	None	N/A
AR	Charles McLemore Travel Research Director	Yes	None (N/A)	None	D.C. Travel Data Center Washington, D.C.	\$8,250
CA	Tiffany Bousheloub Director of Tourism Development & Re- search	Yes	Dr. Richard Davis Director Center for Business & Economic Research Purdue State University (\$14,000)	None	Travel Pulse Fitz Corporation New York, NY D.C. Travel Data Center Washington, D.C.	
CO	None	N/A	None (N/A)	None	None	N/A
CT	None	N/A	Professor Emerson Nash (expense only)	University of Connecticut	None	N/A
DE	Wendy Linquist Travel Representative	No				
DC						
FL	Harry E. Petegoff Director of Marketing Research	Yes	None (N/A)	None	D.C. Market Research Miami, FL	\$12,500
GA	Doug Weaver Assistant Director	No	Dr. Melvin E. Grant Director Office of Leisure Studies & Tourism Small Business Development Center University of Georgia 404/542-2421 (\$10,100)	None	None	N/A
RI	Evelyn E. Richardson Director of Market Research	Yes	None (N/A)	Wendell Egan Tourism Office Department of Planning & Economic Development	None	N/A
ID	None	N/A	None (N/A)	Alan Foster Senior Program Analyst	None	N/A
IL	None	N/A	None (N/A)	None	Travel Research Institute, Inc. Chicago, IL	\$100,500

RESEARCH (CONTINUED)

State	1. Staff Member Responsible for Travel Research	2. Is This His/Her Full-time Responsibility?	Other Travel Research Activity			
			3. College/University Faculty Member (Cost)	4. Employee in Another State Government Agency	5. Research Group Employed in Past 12 Months	6. Cost of Research
IN	Barbara Irwin Special Projects Coordinator	No	None (N/A)	None	None	N/A
IA	Nancy Pyerson Travel Researcher	No	None (N/A)	None	None	N/A
KS	None	N/A	None (N/A)	Ed Piemann Chief Economic Analysis Section Kansas Department of Economic Development	None	N/A
KY	James A. Carr Director, Marketing and Information Division	Yes	None (N/A)	None	None	N/A
LA	None	N/A	None (N/A)	None	None	N/A
ME	None	N/A	N/A	None	None	N/A
MD	William Mayo Administrative Officer	No	None (N/A)	None	U.S. Travel Data Center Washington, DC	\$ 3,200
MA	Kathleen L. Countie Research Coordinator	No	University of Massachusetts Amherst, MA (\$32,000)	None	None	N/A
MI	Bruce E. McComb Deputy Director	No	Dr. Daniel Stynes Department of Parks & Recreation Resources Michigan State University (None)	None	Barkley & Evergreen, Inc. National Family Opinion	
MN	Inghar Sollin Research Analyst	Yes	Dr. Del Blank University of Minnesota (None)	None	N/A	N/A
MO	None	N/A	None (N/A)	None	U.S. Travel Data Center Washington, DC	\$ 2,000
MT	Jim Wilson Research Specialist	Yes	None (N/A)	None	U.S. Travel Data Center Washington, DC	\$11,400
MT	None	N/A	None (N/A)	Jim Hahn Chief Planning & Research Division Department of Highways	None	N/A
NE	None	N/A	None (N/A)	Thomas R. Doerffing, Ph.D. Deputy Director Research Division Nebraska Department of Economic Development	None	N/A
NV	None	N/A	None (N/A)	None	None	N/A

RESEARCH (Continued)

State	1. Staff Member Responsible for Travel Research	2. Is This His/Her Full-time Responsibility?	Other Travel Research Activity			
			3. College/University Faculty Member (Cost)	4. Employee in Another State Government Agency	5. Research Group Employed in Past 12 Months	6. Cost of Research
NH	None	Y/A	Mark Orant Plymouth State College (None)	None	None	N/A
NJ	Eileen Thornton Tourism Representative	No	Janice Ballou Associate Director Eggleston Hall Rutgers University (\$76,000)	Vivian Shapiro Acting Director Planning & Research Division Department of Labor & Industry	None	N/A
NM	John F. Adams Assistant Director	No	Dr. Lee B. Zink Director Institute of Applied Research Services University of New Mexico (None)	None	U.S. Travel Data Center Washington, DC	\$12,000
NY	Patel Matschulat Senior Deputy Commissioner	N/A	None (N/A)	Craig Wakefield Associate Economist Division of Research & Statistics	Consumer Behavior Inc. New York, NY U.S. Travel Data Center Washington, DC	\$105,200
NC	Director	No	N/A	None	Research Triangle Institute	\$ 6,000
ND	Terry Ryzinski Assistant Tourism Director	No	None (N/A)	None	W.A. Continent Surveys Winneapolis, MN	\$ 1,000
OH	Robert Stockdale Marketing Coordinator	No	None (N/A)	Eileen Conrad Manager Ohio Research Bureau	Marschall Co. Cleveland, OH	N/A
OK	Mary Cole Roberts Manager of Travel Development Virginia Casey Travel Development Coordinator	No	Dr. Ed Webster Oklahoma State University (\$7,500)	None	U.S. Travel Data Center Washington, DC	\$ 9,000
OR	Frank Howard Assistant Travel Director	No	Professor Richard Mitchell Oregon State University (None)	Linda Apple Transportation Econo- mist Transportation Policy & Program Develop- ment	None	N/A
PA	David Shih Chief of Market Research & Development	Yes	None (N/A)	Dr. Hoffman Bureau of Research & Statistics Department of Commerce	Ketchum, MacLeod & Grove Pittsburgh, PA	\$20,000
RI	None	N/A	None (N/A)	John Ienna Director Research Division	None	N/A
SC	Suzanne Jordan Public Information Specialist	No	None (N/A)	None	ARC Research Columbia, SC	\$12,000
SD	None	N/A	None (N/A)	None	None	N/A

RESEARCH (Continued)

State	1. Staff Member Responsible for Travel Research	2. Is This His/Her Full-time Responsibility?	Other Travel		5. Research Group Employed in Past 12 Months	6. Cost of Research
			3. College/University Faculty Member (Cost)	4. Employee in Another State Government Agency		
TH	Betty Webb Assistant Director of Information	No	None (N/A)	None	U.S. Travel Data Center Washington, DC	\$10,450
TX HWYS	J. Don Clark Assistant Director Travel Services	No	None (N/A)	None	None	N/A
TX TOUR	Phil Davis Chief of Community Relations Sen F. Holub, Jr Travel Information Specialist	No	None (N/A)	See Texas State Highways Department response	U.S. Travel Data Center Washington, DC	\$25,400
UT	None	N/A	None	None	None	N/A
VT	George Donovan Chief of Research	Yes	Malcolm Devins University of Vermont (N/A)*	None	None	N/A
VA	Margaret M. Lesniak Director of Advertising	No	None (N/A)	None	U.S. Travel Data Center Washington, DC	N/A
WA	None	N/A	None (N/A)	None	None	N/A
WV	None	N/A	Pat Goeke Project Manager West Virginia University (\$35,000)	None	None	N/A
WI	Louise Rech Kathleen Curwen Research Analyst	Yes Yes	None (N/A)	Roger Hacker Director Research Division Department of Development	None	N/A
WY	None	N/A	Dr. Clynn Phillips Associate Director Water Resources Division University of Wyoming (\$2,500)	Tony Roun Industrial Development Chief Department of Economic Planning & Development	None	N/A
GU	Pilar Lagunas World Promotions *	No	None (N/A)	None	Seigle, Roth & Woods Inc. Honolulu, HI	\$45,000
CM	None	N/A	None (N/A)	None	None	N/A
PR	Carmen Carron Director Office of Economic Studies & Statistics	Yes	None (N/A)	Nolan Log... Director Census and Surveys Puerto Rico Planning Board	Economic Research Associates Hato Rey, PR	\$298,547
VI	None	N/A	Dr. Richard Beach Consultant (\$2,500)	Director of Policy & Planning Department of Commerce	Murph Mills Associates St. Thomas, U.S.V.I.	\$50,000

RESEARCH (Continued)

State	7. Description of Continuing Travel Data Gathering Projects	8. Major Problem Facing Tourism Development in Your State	9. State Travel Development Policy Statement or Development Plan?	10. Additional Comments
AL	Travel research is measured via visitor volume at Welcome Centers, tourist attractions, state parks, visitor surveys and travel-related business receipts at restaurants and hotels.		Yes	
AK	Continuous monitoring of vehicle traffic thru U.S. Customs stations, air traffic at airports, and traffic aboard State Marine Highway System.	Inflation in the transportation and construction sectors of the industry and the uncertain national economic situation.	No	
AZ	Report covers number of tourist coming to Arizona on a quarterly basis and their expenditures.		No	
AR	Tourist Information Center (TIC) Survey of every 24th travel party registering at each TIC. Monthly preparation of "Eight Indicators". Monthly summary of Advertising Inquiries.	The economy and a lack of recognition of tourism as a major economic force in the state.	No	
CA		Inflation, especially transportation and accommodation costs.	No	
CO	Our travel research relates to visitation figures from national parks, recreation areas, monuments, state owned museums, etc.	Small travel promotion budget, increased competition, highway maintenance and rapid development of energy related industries in Western Colorado.	Yes	
CT	We keep a count of visitor volume at our Welcome Centers, both hourly and by category of questions asked. We are also surveying leading vacation destinations.	Gasoline prices and inflation.	Yes	
DE	We monitor hotel occupancy, museum and state park attendance. Also, we conduct highway vehicle counts and maintain a tax collection data.	We will soon be in dire need of additional highway facilities, particularly east-west routes to the beaches. Delaware also needs additional convention facilities and more private recreational facilities attractive to out-of-state visitors.	Yes	
DC				
FL	Our travel research relates to the number of travelers, their origin, length of stay in the state, expenditures, destination, vacation activities, mode of travel, size of party, tax generated and tourism employment. The results are published in quarterly reports with an annual summary.	The major problems involve emerging modes of travel, the press of new market development, and expediting the gathering and distribution of research data.	No	Expanding to monthly reports on research data.
GA	We monitor Welcome Center visits, traffic counts at selected stations, attraction attendance, travel industry sales and receipts, and tax revenues generated by travel.	Inflation and cost of motor fuel.	No	

RESEARCH (Continued)

State	7. Description of Continuing Travel Data Gathering Projects	8. Major Problem Facing Tourism Development in Your State	9. State Travel Development Policy Statement or Development Plan?	10. Additional Comments
HI	Basic Data Surveys - inflight passenger information forms distributed to incoming passengers from U.S.A., Canada, and Japan. Visitor Opinion Surveys - mail out questionnaires soliciting satisfaction information, socio-economic profile and trip planning data of American and Japanese visitors. Visitor Expenditure Survey - mail out diary log to determine amounts and patterns of visitor spending.	Reconciling need for additional employment and economic opportunity in Hawaii with local residents' desires and aspirations concerning lifestyle/quality of life in Hawaii. Also, there exist problems related to the impact of energy supplies and cost on distant price-sensitive markets.	Yes	
ID	None		No	
IL	Expenditure and origin/destination studies; advertising effectiveness studies; surveys at Welcome Centers, selected major conventions and trade shows and multilingual interviews at O'Hare International Airport; hotel/motel tax receipts; economic profiles; development of a computerized data base for new research information.	Law limiting development on federal and state owned property.	No	
IN	Program discontinued because of budget reduction.	Budget cuts and the weak economy.	No	
IA	Interview surveys are conducted at information centers asking for origin, destination, party size, spending, etc. we also surveyed selected travel attractions during the summer.	The recession which caused a budget cut. This will have to turn around for the travel industry to grow.	No	
KS	We distribute personal surveys and mail back surveys at tourist information centers.	The economy, inflation, and lack of state funding for promotion and staffing.	No	
KY	Major three-month field survey; toll-free telephone systems; mail information system; Welcome Centers.	General economic conditions requiring budget cutback for all agencies.	No	
LA	We conduct visitor surveys and visitor counts at our information centers.	Current budget limitations, and inadequate research, personnel and advertising funds.	No	
ME	None			
MD	We monitor visitor volume at Welcome Centers and certain attractions around the State.	Lack of education on the part of the private sector and the legislature as to the importance and value of tourism to the economy of the state.	No	
MA	We collected and analyzed data by county concerning visitor's length of stay, expenditures, tax receipts attributable to travel, and travel generated employment. Also visitor psychographics demographics over a period of 5 years.	Energy and inflation.	No	
MI	We monitor traffic counts, highway visitor counts and bridge crossings. We also do a broad weekly sample survey to determine tourist activity and tax receipts.	High interest rates on bonds and other forms of financing projects.	Being developed.	Michigan is totally committed to qualitative research - monitoring, tracking and evaluation.

RESEARCH (Continued)

State	7. Description of Continuing Travel Data Gathering Projects	8. Major Problem Facing Tourism Development in Your State	9. State Travel Development Policy Statement or Development Plan?	10. Additional Comments
MN	We collect data on attendance at state parks, other public facilities, and attractions. Quarterly surveys are conducted of inquiries received by the tourism bureau.	Capital needs for small business, as well as more sophisticated marketing and advertising programs at the local and regional level.	Yes	
MS	We count the amount of traffic that that comes through our Welcome Centers.	Economic stress, energy cost and current advertising program budget.	No	
MO	We survey each travel party that visits our welcome centers. This is done on forms which can be read by computer, and printouts are generated monthly.	Due to the economic situation in Missouri the Division of Tourism had 15% of it's budget cut in F.Y. 1981 and we are facing a 10% cut for F.Y. 1982.	Yes	A marketing overview was prepared and sent to 15 entities (attractions, convention bureaus) around the state. We then sought their marketing media research input.
MT	We conduct a telephone survey during the year to national parks and monuments; also major state attractions.	Transportation	No	
NE	Monthly, highway traffic counts are obtained. Annually, the number of persons contacted by information personnel at highway rest areas is tallied, as are attendance figures from Nebraska attractions. Biennially, surveys are made of nonresidents making mailed requests for travel information.	Rapidly increasing gasoline and other travel prices, coupled with a cutback in consumer spending for travel.	Yes	
NV	Utilize research of Las Vegas Convention Authority and Highway Department.	Inflation	No	
NH	Motor vehicle counts are conducted by the Highway Department. Visitor volume is counted at White Mts. Visitors Center in Lincoln/North Woodstock, New Hampshire only. Visitor origin is reported by Chambers of Commerce visitor information booths.	Lack of mass transportation and energy shortage. If there is gas rationing, we will be greatly and adversely affected.	No	
NJ	Motor vehicle counts are acquired from the roadway authorities when necessary. Other efforts are in the initial stage.	Lack of access to mass transportation.	Yes	
NM	Counts are made of traffic on selected highways; out of state passenger cars, visitors to national and state parks and monuments, selected attractions, welcome centers, employment and tax receipts.	Lack of coordination and communication between and among industry groups and planning entities.	Yes	
NY	A "Travel Activity Index" composed of gasoline sales, thruway traffic, hotel/motel occupancy, etc., is compiled by the Division of Research and Statistics.	Energy, fragmented industry, tight economy, stringent dollar, high airfares are the major problems facing tourism development in our state.	No	
NC	N/A		Yes	
ND		Lack of available capital to develop many of the tourism related areas of the state.	No	

RESEARCH (Continued)

State	7. Description of Continuing Travel Data Gathering Projects	8. Major Problem Facing Tourism Development in Your State	9. State Travel Development Policy Statement or Development Plan?	10. Additional Comments
OH	None	Energy, research and funding.	Yes	
OK	We have developed a random sample questionnaire to survey our visitor's at information centers. A follow-up survey is done after the travelers have returned home from the trip.	Lack of tour packages available and inflation. Lack of sufficient funding.	No	More current data is needed.
OR	We conduct visitor count at Welcome Centers, plus informal telephone surveys at 30 selected attractions throughout the year. Other department of Transportation units provide traffic counts, gas tax information, and State parks visitation counts.	The worsening economic conditions.	Yes*	*Five policy objectives defined by the Oregon Transportation Commission.
PA	Our data gathering projects include: counts and license checks at Welcome Centers and State Parks; on-going evaluation of toll free telephone inquiries, a sales tax model, a barometer served by voluntary report procedures and individual research projects specific to several Pennsylvania destinations.	Rising energy costs.	Yes	
RI	We check visitor center registers.	Inflation, the energy crisis, and environmental problems.	No	
SC	We have traffic counters and guest registers at our Welcome Centers.	Price of gasoline and recession. In general, the limited amount of discretionary income available to the consumer.	Yes	
SD	Motor vehicle counts, visitor volume at Welcome Centers, lodging volume surveys.*	Distance from major markets.	No	*Note: The 1982 budget includes money for a conversion study.
TN	We tabulate guest registration and motor vehicle counts at Tennessee Welcome Centers and spot checks with travel-related businesses for trends in activity on a semi-annual to quarterly basis.	Increase in the cost of travel such as gasoline, lodging and food service.	Yes	
TX HWYS	We conduct surveys of out-of-state visitors, monitor traffic counts and tourist bureau counts. We also have computer access to CAR data.	Inflation	No	
TX TOUR	See Texas State Highways Department response.	General inflationary impact on consumers' discretionary spending.	No	
UT	Non-resident motor vehicle travel, Branch Industry, Commercial Air Study, Visitor volume at Information Centers.	Costs of gasoline causing travelers to vacation closer to home; lack of destination orientation; lack of package program; underdeveloped group travel facilities.	No	
VT	We do a monthly survey of travel businesses as well as regularly monitoring traffic counts, border crossings, gas and liquor sales, recreation, rooms and meals taxes.	Economic situation in all markets; need to develop more saleable packages by private sector; public awareness of Vermont as a prime destination.	No	*Not under contract.

WYOMING COUNTY TOURISM

State	7. Description of Continuing Travel Data Gathering Projects	8. Major Problem Facing Tourism Development in Your State	9. State Travel Development Policy Statement or Development Plan?	10. Additional Comments
VA	We monitor visitor volume at welcome centers and conduct travel data projects to obtain periodic visitor surveys, business receipts, and several others.		Yes	
WA	None	Lack of state operating funds and lack of tourism plant.	Yes	
WV	We do traffic counts as well as the monitoring of our welcome centers.	Lack of recognition by state government (all franchises) as a major industry.	No	
WI		Financing for facility development due to high interest rates.	Yes	
WY	Visitor center counts are made at State Information Centers in Cheyenne, Jackson and Sheridan. Data counts are made at Yellowstone National Park, Grand Teton National Park, Laramie National Historic Site, Devils Tower National Monument, Fossil Butte National Monument, Flaming Gorge and Big Horn Canyon National Recreation areas. Also, a quarterly Travel Barometer is done for us by Dr. Clyde Phillips, University of Wyoming.	The general lack of public transportation networks.	No	
GU	We conduct a visitors survey each month. A form is given to each passenger on airlines and ships to fill out. Each one is then fed into the computer and the results are given to us at the end of each month.	At the present, we have insufficient airlines service between Japan and Guam and will be in need of more hotels once more airline service is provided.	No	Other staff members responsible for travel research includes: Satsuko Collins, Japan Promotions, Carol Marx, Publicity Specialist, Bert Dominguez, Special Projects Officer.
CM	Ongoing voluntary surveys are conducted among arriving passengers, through attachment on Customs Declaration Form CS 1350. Final results are currently being tabulated.	The insufficient airline seats between Saipan and Japan which is our major market, coupled by insufficient hotel rooms in Rota, Tinian, as well as Saipan.	Yes	Since we are still in our formative stage, we are soliciting various questionnaires from research conducted by other agencies for comparison and possible use.
PR	We conduct an airport departure visitors survey, and a hotel guest opinion survey.	Actual funding of program.	No*	*The development of a study for the Master Plan for Puerto Rico's Tourism is about to be completed.
VI	Hotel occupancy reports by origin of visitors, 1985 Cruise Ship survey and 1986 Visitor exit survey.	Energy problems, water shortage.	No	

WELCOME CENTERS

State	1. Number of Highway Welcome or Visitor Centers	2. Number of Employees (Year-round)	3. Average Number of Employees per Welcome Center	4. Total Visitor Volume at All State Welcome Centers in 1980	5. Additional Comments
AL	6 permanent 3 mobile	8	6 Full-time 2 Part-time	875,266	
AK	1 permanent	1	1 Full-time 4 Part-time	100,000* (Approximately)	*In 1981, there was an estimated 20% increase. The state funds and operates only one visitor information center directly. However, approximately 20 community sponsored visitor information centers across the state receive matching grant money to help fund their operation.
AZ	None	N/A	N/A	N/A	
AR	10 permanent	10	1 Full-time	490,210	At the present time, three or more Tourist Centers have been authorized for construction.
CA	Unknown*	N/A	N/A	Unknown	*We have not done an inventory as to all the local visitor information centers operated by Convention and Visitor Bureaus, Chambers of Commerce, etc., in California. May be around 30 to 40.
CO	None	N/A	N/A	N/A	
CT	12 permanent	7	2 Full-time (Seasonal)	223,775*	*May 23 through September 1 - Our Welcome Centers are unmanned from the day after Labor Day to the Friday before Memorial Day. Distribution of State Highway Maps and travel directions are handled by Department of Transportation Maintenance personnel. Travel literature placed in racks for visitors to pick up.
DE	3 permanent	3	N/A*	2,900,000 (Delmar area)*	*Our welcome centers are operated by other agencies. The count is not known. Route 13, Smyrna center, is under the Division of Highways. I-295 and D.E. 9 centers are operated by the Delaware River and Bay Authority at the Delaware Memorial Twin Bridges and the Cape May-Lewes Ferry.
DC					
FL	7 permanent	7	8 Full-time	Unknown	Number of Welcome Centers include five on major highways entering State one on inter-coastal waterway and one at State Capitol.
GA	12 permanent	12	8 Full-time	5,854,361	
HI	None	N/A	N/A	N/A	
ID	None	N/A	N/A	N/A	
IL	6 permanent	1	1 Part-time	Unknown	During Fiscal Year 1982, we project the opening of 2 new port of entry Welcome Centers. A total of 12 centers are to be developed over a 7 year period by the Department of Transportation. All will be staffed by the Office of Tourism and 90% of the centers will be part of Zephyr centers.
IN	15 permanent	None	None*	Unknown	*No personnel, just literature racks.
IA	7 permanent	None	2 Full-time	150,000	

TABLE 1. WELCOME CENTERS: 1980-1981

State	1. Number of Highway Welcome Centers	2. Number Operated Year-round	3. Average Number of Employees, Part-time, per Center	4. Total Weekly Volume of All State Welcome Centers in 1980	5. Additional Comments
KS	2 permanent 2 state subsidized	2	4 full-time	44,000	First permanent project opened in open late fall of 1981, second permanent year-round center scheduled to open late spring 1982.
KY	4 permanent	4	1 full-time	unknown*	*Registration of information does not accurately reflect total number of visitors receiving.
LA	11 permanent	11	1 full-time	2,420,000	
ME	0 permanent	1	2 full-time 1 part-time	527,000	
MO	4 permanent	4	4 full-time 4 part-time	440,000	
MA	4 permanent	4	1 full-time	825,000	
MI	10 permanent 2 mobile 3 planned	10	4 full-time 4 part-time	1,720,572	Wellcome Centers are operated by the Department of Transportation.
MN	0 permanent	0	2 full-time 1 part-time	900,000 (approximate)	
NE	6 permanent 4 mobile	10	4 full-time 3 part-time	unknown	
NC	0 permanent	0	3 full-time 1 part-time	220,000*	*Attendance at 3 centers only. Three additional centers opened July, 1981.
ND	None	N/A	N/A	N/A	
NE	25 permanent rest areas; 24 operational in 1981	1	2 full-time (summer months only)	370,000	A new gateway information center is being constructed in Omaha adjacent to I-80 and will be open during the summer of 1982.
NY	None	N/A	N/A	N/A	
NH	10 permanent	11	2 full-time 12 shifts	unknown	Some of these rest areas will have restricted hours due to budget cuts. This year five were scheduled to remain closed, but were ultimately opened in mid-July for the busy tourist season only.
NJ	0 permanent 1 mobile	0	2 full-time	unknown*	*No center were maintained due to staff reductions.
NM	5 permanent 5 summer time only	5	3 full-time 1 part-time	262,572	
NY	0 permanent	2	1 full-time 1 part-time	N/A	
NY	5 permanent*	5	4 full-time 1 part-time	2,700,000	*Plus three new ones that are currently under construction.
NY	7 permanent	None	1 full-time (summer) 1 part-time	20,000	
OH	14 permanent	None	Volunteers only	250,000	

APPENDIX C - FINANCIAL STATEMENTS

STATE	1. Number of Systems, by type & location (2000)	2. Number operated by State (2000)	3. Number Number of Employees for all systems (2000)	4. Total System Income of all State systems (2000) (\$)	5. Additional Comments
AK	11 permanent	0	1 full-time 4 part-time	864,000	Information provided because previous only to state operated systems (primary, secondary) together in columns throughout the State of Alaska. operate from information systems data is not available from those systems.
AR	1 permanent	None	1 full-time	206,000	
CA	3 permanent	0	1 full-time	434,000	
CT	0 permanent 1 contract	1	1 full-time 4 part-time	100,000 (Approximate)	Only contract that not available in column 4 was not reported for almost all of the systems.
DE	0 permanent	10	4 full-time	2,937,630	
DC	11 permanent	None	4 full-time (unofficial)	164,000 (Approximate)	
GA	0 permanent	0	0 full-time	1,114,965	Systems operate are no longer used in State. Many in State, offensively, many in State, full control board.
TX HWY	12 permanent	12	42 full-time	2,127,674	
TX TOL	0.5	0.5	0.5	0.5	One contract system (contract system).
UT	0 permanent	0	2 full-time	100,000	See also: State of Utah (information system).
VT	1 permanent	0	2 full-time 2 part-time	407,000	
VA	0 permanent	0	4 full-time 1 part-time	500,000 (Estimated)	
WA	1 permanent & seasonal	0		Unknown	
WV	0 permanent	0	2 full-time 1 part-time for the State, July, August	1,000,000	
WI	1 permanent (Plus one in Chicago, Illinois, and one in Madison, Wisconsin)	0	1 full-time 1 part-time	800,000 (June 30, 1999 - July, 2000)	
WY	1 permanent	1	0 full-time 2 part-time	206,000**	Of the three systems owned by the State, only the one in Cheyenne is operated by state employees; the other two (Jackson and Cheyenne) are operated by the Chambers of Commerce. Other systems in the state are owned and operated by the Chambers of Commerce and are not included in these figures. **Includes winter months of state-operated systems only. The costs for Jackson and Cheyenne, included in this figure, are for one month. Winter month of Cheyenne is from June 15 to November 1 only.
WY	1 permanent	1	0 full-time 1 part-time	1,000	This information refers to one operation during the first half of the year.

Table 2. Number of Highway and Other Facilities and Volume of Traffic

State	1. Number of Highway and Other Facilities	2. Number of Facilities Operated	3. Number of Facilities in Use	4. Total Volume of Traffic in 1960	5. Total Volume of Traffic in 1961
AK	None	None	None	None	None
PA	4 permanent	4	None	None	None
VI	1 permanent	1	10 full-time	Unknown	Unknown

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